DECEMBER 28, 1953 35c PER COPY

TECHNOLOGY DEPT.

# BROADCASTING TELECASTING

NEWSPA
Michigan

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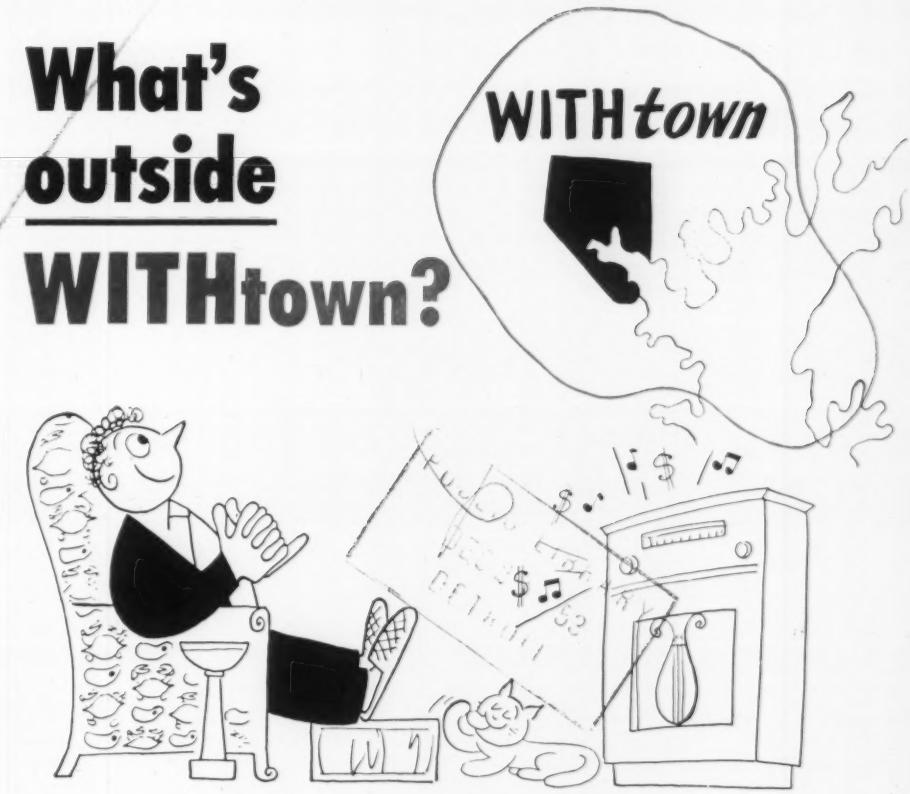
23RD year

THE NEWSWEEKLY OF RADIO AND TV


## What's outside WITHtown?




WITHtown is what we call the area covered by W-I-T-H. It's Baltimore City and the heavily populated parts of the surrounding counties.

*Outside* WITHtown is some of the most beautiful farm land in America. But mighty few people. Mighty few prospective customers.

*Inside* WITHtown are 375,000 radio homes. No other station in Baltimore—*regardless of power or network affiliation*—can offer you substantially more than that, because network affiliates overlap each other in coverage.

At W-I-T-H's low rates, you get more listeners-per-dollar than from any other station in town.

We'd like you to hear the whole story about W-I-T-H and its dominant position in the rich market of Baltimore. Just ask your Forjoe man.

IN BALTIMORE **W·I·T·H**

TOM TINSLEY, PRESIDENT—REPRESENTED BY FORJOE & COMPANY


XUM

# a HAND for him

Each year radio listeners in Midwest America contribute year-round aid to hundreds of sick and crippled children through the WLS Christmas Neighbors Club.

The 1952 donations for this purpose totaled $30,089.81. It came from the WLS listening family—ordinary folks who gave dimes and dollars so that those less fortunate might have a greater hope for happiness. WLS used this money in full to provide radios, wheel chairs, inhalators, orthopedic walkers, and other equipment as requested by hospitals and other child-care institutions.

In the past ten years listeners have contributed $333,558 to this WLS Christmas Neighbors Club. Every penny of this money has been used to provide equipment . . . all administrative costs are paid by WLS. We are proud of the opportunity to use our facilities for such a purpose—and proud of our loyal listeners who gave so willingly to their youthful neighbors.

***Listener Loyalty Predicates Advertising Results!***

WLS

The PRAIRIE FARMER STATION

CHICAGO 7

***890 KILOCYCLES 50,000 WATTS ABC AFFILIATE REPRESENTED BY JOHN BLAIR & CO.***

# WHK

# IS

# CLEVELAND

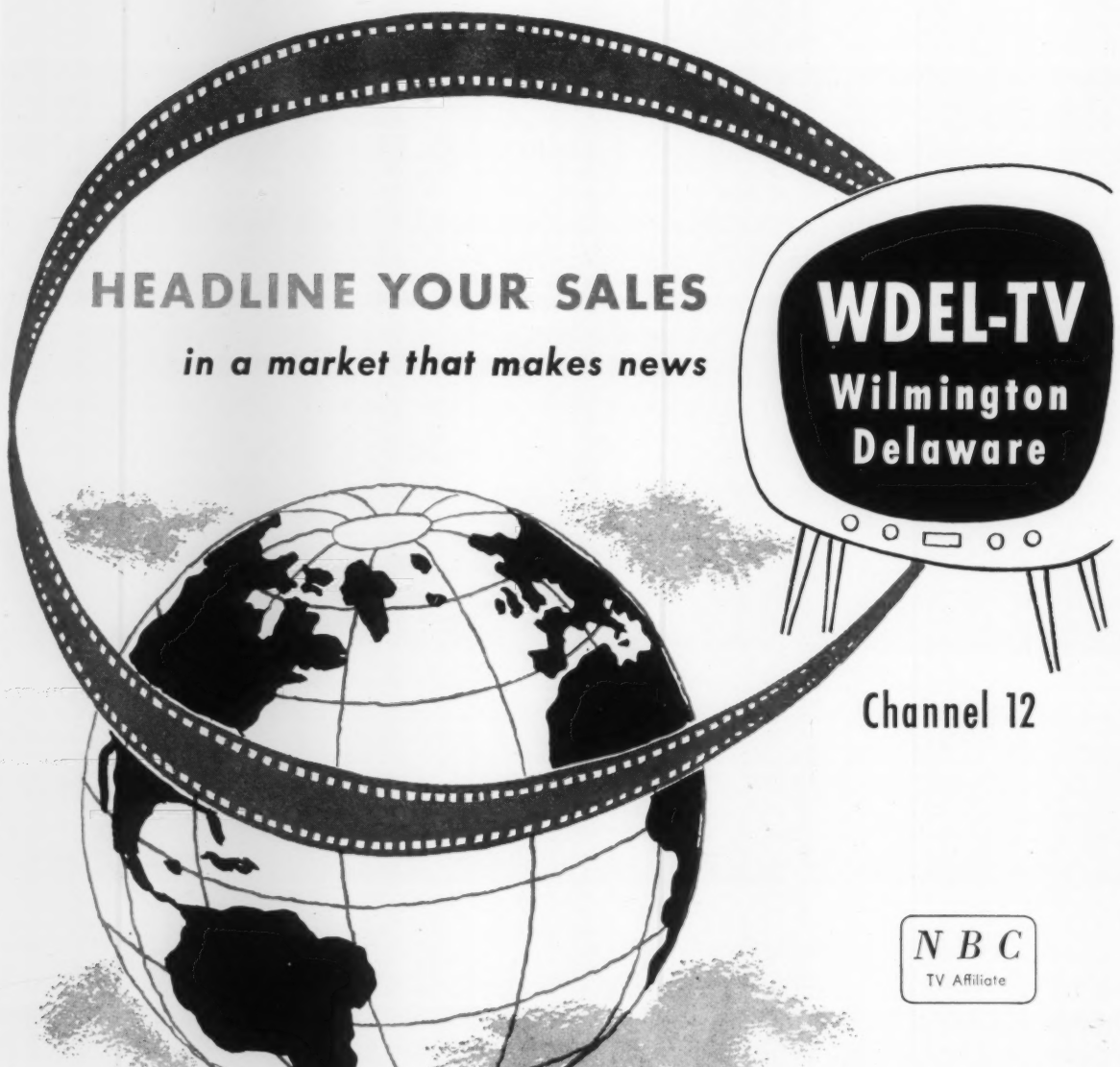
Represented by Headley-Reed Company

*You can't cover it--without it!*


Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

# HEADLINE YOUR SALES

*in a market that makes news*




Viewers throughout the large, rich WDEL-TV market—Delaware, parts of Pennsylvania, New Jersey and Maryland—look to CHANNEL 12 for up-to-the-minute local, regional and national news. In addition to NBC network news, this loyal, growing, buying audience sees local on-the-spot news stories filmed by WDEL-TV's camera crews and processed in the station's modern laboratories. Because they look, they buy. Every year this audience spends:

$1,054,410,000 on retail items
263,997,000 on food
54,272,000 on general merchandise
29,268,000 on drug items

Reach them, sell them—profitably, economically—on WDEL-TV, CHANNEL 12.

*Represented by* MEEKER
New York Chicago Los Angeles San Francisco

WDEL
AM TV FM
Steinman
Station

# closed circuit

THOUGH AT&T won't talk, it's understood that present estimates are that charges for relaying network color tv will run at least 25% and perhaps 50% higher than charges for black and white. Whatever rates AT&T sets for transmissions in next few months will be tentative, with final fee schedules determined after telephone company obtains operating experience.

★ ★ ★

ACTION of FCC at Christmas-Eve session proposing to lift limit on tv ownership from five to seven (not more than five vhf) isn't final. If comments, due Feb. 1, do not give assurance that uhf stations will be added by important entities in mixed-markets with network service, FCC might well reverse its 5-1 vote. But outlook is that perhaps all networks, plus Storer, Westinghouse, Meredith and perhaps other multiple owners, will act swiftly to assure full test of uhf commerical potentials, in hope of accelerating its development.

★ ★ ★

ABC RADIO station affiliates reportedly accepting network's split-sponsorship plan [B•T, Dec. 21] in fair numbers, although some representatives say their stations are advising that they do not intend to go along with plan they call "selling announcements on the network." Fact that NBC first offered similar segment plans to advertisers believed helping ABC get acceptance from its affiliates, who conclude move is necessary for competitive reasons.

★ ★ ★

FCC ISN'T going to wait long to ask new session of Congress for relief from onerous effects of Sec. 309(c) of Communications Act which now requires mandatory hearings where question of economic interest is raised by an opposing applicant. All applicant now has to do is state "with particularity" economic factors purportedly involved. FCC is expected to ask Congress to modify section so as to give it discretion as to whether justifiable interest is shown.

★ ★ ★

LEAVING O. L. Taylor Co., station representative firm recently acquired by Paul H. Raymer Co. [B•T, Nov. 23], which he had served as president, Lloyd George Venard is planning to launch Venard Inc. shortly after first of year, with headquarters in same building, 444 Madison Ave., N. Y. Howard Meyers, Chicago manager of Taylor firm, will occupy similar position with Venard Inc., it was learned. Venard has "invited" stations now on Taylor list to appoint new firm as sales representative.

★ ★ ★

PORTENTS of Senate confirmation battle on FCC's newest Commissioner, Robert E. Lee, appear to be evaporating as Congressional season approaches. He has solid White House backing for appointment to full seven-year term. In his short tenure with Commission (he took office Oct. 12) he has won over both his Republican and Democratic colleagues, and it's now believed that Democratic minority of Senate Interstate Commerce Committee, headed by ebullient Big Ed Johnson (Colo.) will go down line for his confirmation.

★ ★ ★

TELENEWS Productions Inc., N. Y., which provides production of tv filmed news programming distributed by the INS Television Dept., reportedly is planning to suspend operations. Though Telenews would not confirm, it's believed announcement will be released shortly. INS said to be planning this by relying on expanded tv production by News of the Day, N. Y., owned jointly by Hearst Corp. and Metro-Goldwyn-Mayer and producer of some tv filmed news programming. Telenews is independent production company.

★ ★ ★

ONE OF principal patronage problems at FCC has been status of Mary Jane Morris, attorney and vigorous worker in GOP vineyard, who aspired to general counselship or secretaryship. She's now on leave and report is she doesn't intend to return, which has caused considerable unrest at Republican Committee headquarters. She was formerly associated with Judge Leonard Hall, former New York Congressman and now Republican Committee chairman.

★ ★ ★

IT MAY BE denied, but FBI is engrossed in new investigation of Drew Pearson on his news reporting in Washington. Several previous efforts have failed to yield sufficient basis for proceedings, but this time report is that Bureau feels it has something.

★ ★ ★

REMEMBER FCC's mid-year proposal for advertising of tv applications with 30-day cutoff date against competition? It is slated for Commission agenda for regular meeting anytime now, and best guess is it will go by boards since primary objective of speeding-up of grants has been accomplished. Proposal was opposed formally by CBS and attorney Leo Resnick; informally in Federal Communications Bar Assn. survey.

★ ★ ★

THAT three-a-week schedule of NARTB district meetings tried this year for first time is destined to join "noble experiment" ranks for two reasons: (1) "flea circus" troupe was handicapped in trying to make contacts with members; (2) crowded schedule had NARTB headquarters staff catching midnight naps in planes and lunches at airports with little time to associate with delegates.

★ ★ ★

TRANS-AMERICAN Broadcasting & Television Corp., one of pioneers in program packaging field, is formulating plan for comprehensive syndicated tv series on work of government agencies. John L. Clark, president, is soliciting cooperation of federal agencies in Washington in aligning project, presumably to embrace continuing series of half-hour programs.

## IN THIS ISSUE


*LEAD STORY*

B•T's annual survey of leading advertising agencies shows how radio-tv billings soared 25% in 1953. *Page 27.*

*ADVERTISERS & AGENCIES*

Frank White joins McCann-Erickson as chairman of board of its overseas subsidiary. *Page 30.*

*COLOR TV*

In first week after FCC's approval of compatible color broadcasters and manufacturers buckle down to job of getting it underway. *Page 31.*

*FILM*

General Teleradio Inc. in a $1 million transaction acquires Phillips H. Lord Inc., radio-tv production firm, paving the way for GT's entry into television. *Page 33.*

Bing Crosby Enterprises will tape the New Year's Day Pasadena Rose Parade in color. *Page 34.*

*FACTS & FIGURES*

Television will be the top medium used by confectionary businesses in 1954 in an advertising budget exceeding $30 million. *Page 38.*

*TRADE ASSNS.*

The Advertising Council is distributing a booklet to broadcasters listing public service campaigns supported by the Council and offering to answer questions about others. *Page 40.*

*GOVERNMENT*

The FCC confirms the operation of a low-power tv outlet by the Air Force at remote Limestone Air Force Base in Maine. *Page 44.*

FCC Examiner Fanney Litvin allows Hartford Telecasting to bring into the Hartford vhf ch. 3 hearing its contention the economic influence of competing applicant Travelers Insurance Co. is "significant." *Page 46.*

*STATIONS*

Total tv stations on the air near 350. *Page 50.*

*NETWORKS*

ABC's President Robert Kintner cites post AB-PT merger advances of the network and says progress will continue. *Page 56.*

CBS-TV reports 1953 was 'another record' year and cites leadership in ratings. *Page 58.*

*MANUFACTURING*

RCA Board Chairman Brig. Gen. David Sarnoff calls 1953 RCA's biggest year, enumerating developments by the parent company and NBC. He predicts even greater achievements. *Page 64.*

Demand for black-and-white tv sets and radios will continue in 1954, says Dr. W. R. G. Baker, GE Electronics Division vice president-general manager, in year-end report. *Page 65.*

*FEATURES*

A roundup of significant trends and events of 1953 by the editors of B•T. *Page 76.*

*FOR THE RECORD*

Weekly TELESTATUS summary of all tv stations on the air and their estimates of tv sets. *Page 93.*

Commencement target dates of all tv grantees. *Page 96.*





XUM

# Entrée

*...with the most welcomed sales force* in Boston!*

*WEEI's local stars: *Charles Ashley, Morgan Baker, Fred Cusick, Nancy Dixon, Priscilla Fortescue, Lori*

For sheer sales power in the Greater Boston area, you can't match WEEI's local personalities. They're the salesmen Bostonians like best, listen to most... the salesmen who make the most calls on your customers, with the best results.

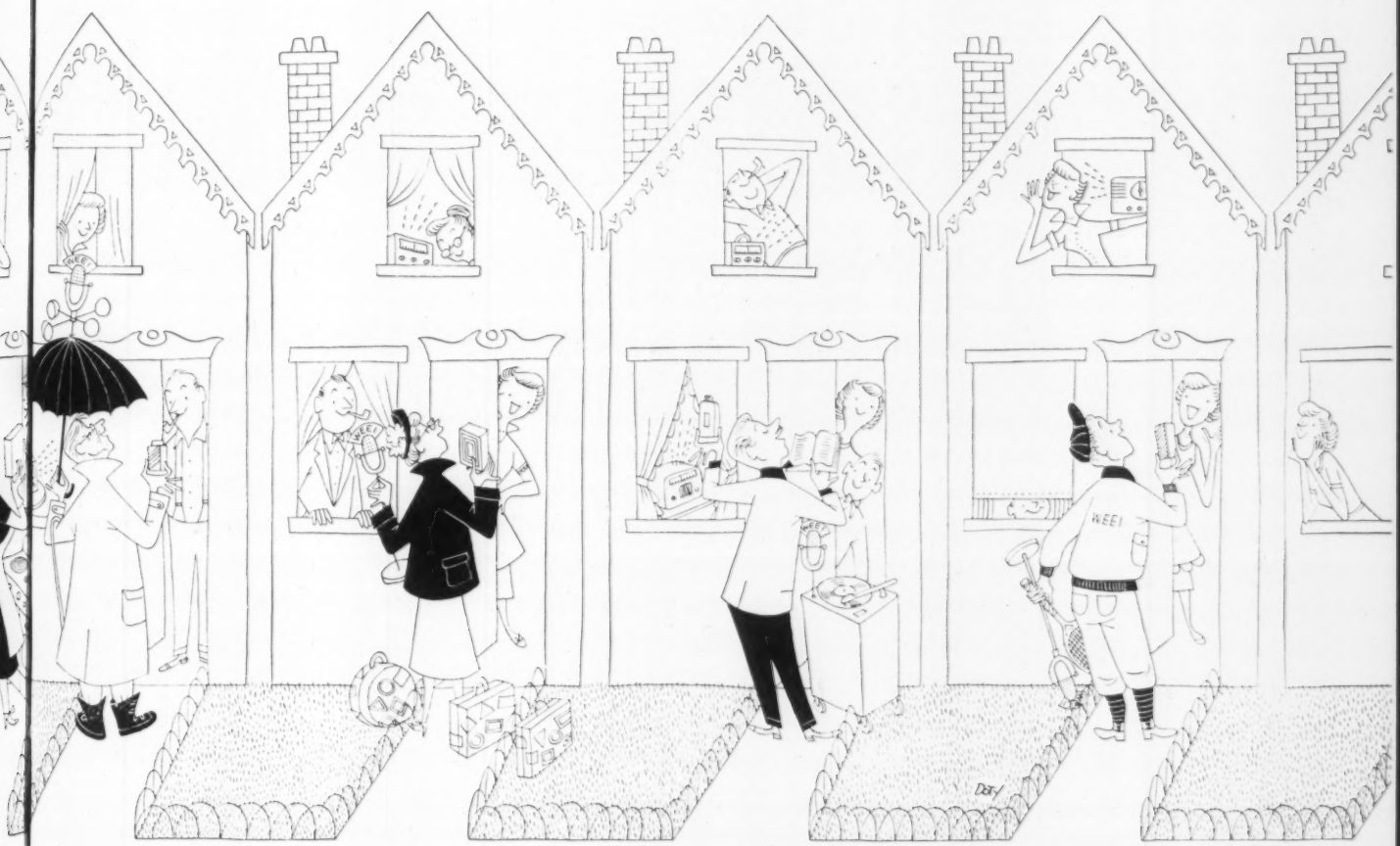
Here's proof of their prowess: Eight of the Top Ten local programs in Boston are on WEEI... four times as many as there are on all other stations *combined!* (Equally convincing, WEEI has the largest weekly share of audience and more than twice as many quarter-hour wins as all other stations *combined!*)

If you want to sell anything from avocados to zebras in Boston, WEEI has the talent, the shows, the salesmanship and the audience leadership that will make you and your product welcome in the most Boston homes.

For easy entrée, just call the nearest CBS Radio Spot Sales office or... **WEEI**

*Boston • CBS Owned*

*Represented by CBS Radio Spot Sales*




*Loring, Irving T. McDonald, Carl Moore, Mother Parker, E. B. Rideout and Lou Webster*

Source: Pulse, September-October 1953

# TELEPULSE Survey proves...

# KLZ-TV

# MOST POPULAR TV STATION IN DENVER

## *Here are the Facts*

- **8 of the top 10 once-a-week shows**...on KLZ-TV (including, of course, first place)
- **8 of the top 10 multi-weekly shows**...on KLZ-TV (including, of course, first place)
- **AND:** of the highest rated multi-weekly shows, ALL of the first five are KLZ-TV local originations.

***This is convincing evidence of local TV leadership:***

| | |
|---|---|
| Most popular local TV newscast and weather... | KLZ-TV 10 PM |
| Second most popular local TV newscast and weather... | KLZ-TV 6 PM |
| Most popular local western show for kids—Sheriff Scotty... | KLZ-TV |
| Most popular local sports show—Larry Varnell Sports Shop... | KLZ-TV |
| Most popular local kitchen show... | KLZ-TV |

***...and there are others!***

• Telepulse audience survey, for late November, 1953 proves that KLZ-TV...***tops*** with facilities, personalities and programs...is ***tops*** with viewers —and by a wide margin. Literally skyrocketing into overwhelming dominance of the Denver TV scene, KLZ-TV... Channel 7...is the "Must buy" for advertisers.

See your **KATZ** man or write, wire or telephone...

CBS Affiliate

KLZ-TV **CHANNEL 7** **DENVER**

OWNED AND OPERATED BY ALADDIN RADIO & TELEVISION, INC.

# at deadline

## ASCAP Blanket Tv Fee Of 2.05% Proposed

PROPOSAL of new ASCAP blanket tv license fee of 2.05%, roughly 10% below radio rate in place of present tv formula of radio plus 10% [CLOSED CIRCUIT, Dec. 21], will be offered ASCAP by All-Industry Local Tv Music License Committee if poll now being conducted of all tv stations on air secures approval.

For blanket licenses to run four years starting Jan. 1, 1954, following termination of present blanket licenses, All-Industry Committee proposes commercial fees equal to 2.05% of advertising revenue minus certain sales expenses and monthly sustaining fees equal to station's highest quarter-hour rate.

For per program licenses to cover period from Jan. 1, 1949, to Dec. 31, 1957 (same termination date as proposed blanket licenses), committee proposes fees of 9% of net receipts from sponsors, minus certain expenses, for sponsored programs containing ASCAP music only, and 3.5% of applicable card rate for sustaining programs on which ASCAP music is used, provided that in no month the sustaining charges are more than the station's highest quarter-hour rate. If sponsored programs are films not made specially for tv use and in which ASCAP music is used only incidentally, proposed rate is reduced to 4%.

Expressing optimism over likelihood that both tv station operators and ASCAP will accept proposals, committee said that if this occurs stations may settle past liabilities for past use of ASCAP music at present rate.

If proposed station license terms are accepted by ASCAP, counterpart would presumably be applied to tv network blanket license agreements, which would have their base rate reduced by same 17% to 2.5% of advertising revenue, minus sales and agency commission.

### DELUGE OF ORDERS

OFFER made three times by General Mills on NBC-TV's *Ding Dong School* with Frances Horwich has brought in over 8,000 orders totaling some $32,000, network announced. Offer was made Nov. 20, 27 and Dec. 4 and required cash outlay of $3.98 and proof purchase for Betty Crocker junior baking kit. General Mills received 4,700 orders first week.

## Herbert to Leave NBC Over Policy Differences

JOHN K. HERBERT, NBC vice president in charge of tv network sales, expected to resign by year-end as result of policy differences with newly-elected President Sylvester L. (Pat) Weaver Jr. [B•T, Dec. 7]. He and other network officials reportedly were negotiating last week in effort to reach agreement on termination of his contract, which runs to summer 1956. Present contract was entered few months ago, coincident with his reassignment from vice president in charge of tv network to vice president in charge of tv network sales, at which time he also was named to NBC board.

George Frey is NBC vice president and director of tv network sales and in that capacity probably will take over Mr. Herbert's responsibilities after the latter's resignation, it was understood.

Mr. Herbert joined NBC as assistant to then-president Joseph H. McConnell in September 1950 after 12 years with Hearst magazines, where he was vice president and general advertising manager.

## FCC PROPOSES TO BOOST UHF SERVICE BY INCREASING OWNERSHIP TO SEVEN

PROSPECTIVE boost for uhf television appeared last week as FCC issued notice of proposed rule-making to amend its newly-adopted multiple-ownership rules to allow common ownership of seven tv stations, but with condition not more than five are vhf. Comments are due Feb. 1.

Import of proposal, issued following five-to-one vote by Commission in which Comr. Frieda B. Hennock dissented in two page opinion and Comr. Robert T. Bartley concurred with reservation, is that networks and other major operators would be allowed to acquire two additional uhf stations aside from five vhf station quota now allowed. This is considered potential program and financial shot-in-arm for uhf.

Proposal would amend new rules adopted in late November setting limits of five tv stations, seven am and seven fm outlets for single interest [B•T, Nov. 30]. Industry reaction to new rules was slight, but there is known to have been considerable interest on part of industry for easing five-station limitation [B•T, Dec. 7].

Comr. Hennock had concurred in part, dissented in part to original rules. Comr. Bartley indicated in his additional opinion last week he wished proof that uhf will be aided by eased limitation. Comr. E. M. Webster was absent.

After pleadings are tendered Feb. 1, Commission will determine whether to call for oral argument or make final ruling promptly.

Following announcement of FCC proposal, NBC officials recalled their petition of Jan. 3, 1952, asking for five vhf, two uhf limitation. They did not know where NBC might apply for its additional uhf outlets, but said they would be glad to have them.

Dr. Allen B. DuMont similarly noted DuMont's petition to same effect. CBS executives expressed feeling they would be "happy to be allowed two uhf stations in addition to five vhf." Westinghouse Radio Stations Inc.'s Joseph E. Baudino felt proposal "will certainly give uhf a boost."

George B. Storer, head of Storer Broadcasting Co. radio-tv stations, stated:

**We appreciate greatly the proposed action of the FCC. . . . It is our sincere desire to cooperate in implementing this proposed rule by the acquisition of uhf stations in the markets which lend themselves suitably to uhf propagation. It is to be hoped that networks, advertisers and their agencies will put their shoulders to the wheel also so as to enlarge television service to the public.**

## • BUSINESS BRIEFLY

CITIES SERVICE's 28th YEAR • Cities Service Petroleum Inc., sponsor of longest continuous network radio series, renews *Band of America* on NBC (Mon., 9:30-10 p.m. EST) starting Jan. 18 for 52 weeks, carrying series into 28th year on network. Agency: Ellington & Co., N.Y.

QUAKER OATS BUYS • Quaker Oats to sponsor *Contest Carnival* on CBS-TV (Sun., 12:30-1 p.m. EST) starting Jan. 3. Agency: Sherman & Marquette, Chicago.

FILM CAMPAIGN • Block Drug Co., N. J. (Polident toothpowder), planning one-minute film campaign in about 60 top television markets, effective early in June. Contracts are for 13 weeks. Agency: Cecil & Presbrey, N. Y.

REYNOLDS BUYS BALL SPOTS • R. J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C., will sponsor over WPIX (TV) New York pre-and-post-game shows for forthcoming New York Yankee baseball season, with Red Barber featured in 15-minute show before, 10-minute program after Yankee home games. Agency: Wm. Esty Co., N. Y.

## WNBC Boosts All Rates Between Midnight, 9 A.M.

BOOST in rates for all time between midnight and 9 a.m. announced by WNBC New York, NBC radio key, effective Jan. 1. Through reclassification of time periods, base hourly rate for 6-7 a.m. period goes from $300 to $600; for 7-9 a.m. from $400 to $600 per hour; for midnight to 6 a.m. from $300 to $400 per hour. Additionally, participations on *Wake Up Easy Show* (6-8:30 a.m.) go from $100 to $125 each, and on *Tex and Jinx* show (8:30-9:30 a.m.) from $160 gross time and $165 net talent to new flat rate of $360 per quarter-hour, time and talent. Station breaks in following morning times go from $100 to $125: 7, 7:05, 7:30, 7:45, 8, 8:05, and 9.

## 36 May Carry Bowl Color

THIRTY-SIX stations are scheduled to be equipped to carry, in color, NBC-TV's colorcast of Pasadena Tournament of Roses Parade New Years Day, it appeared Wednesday. The stations, in 26 cities, have been given priority by RCA in furnishing color equipment and include not only NBC network stations but also stations on CBS and ABC.

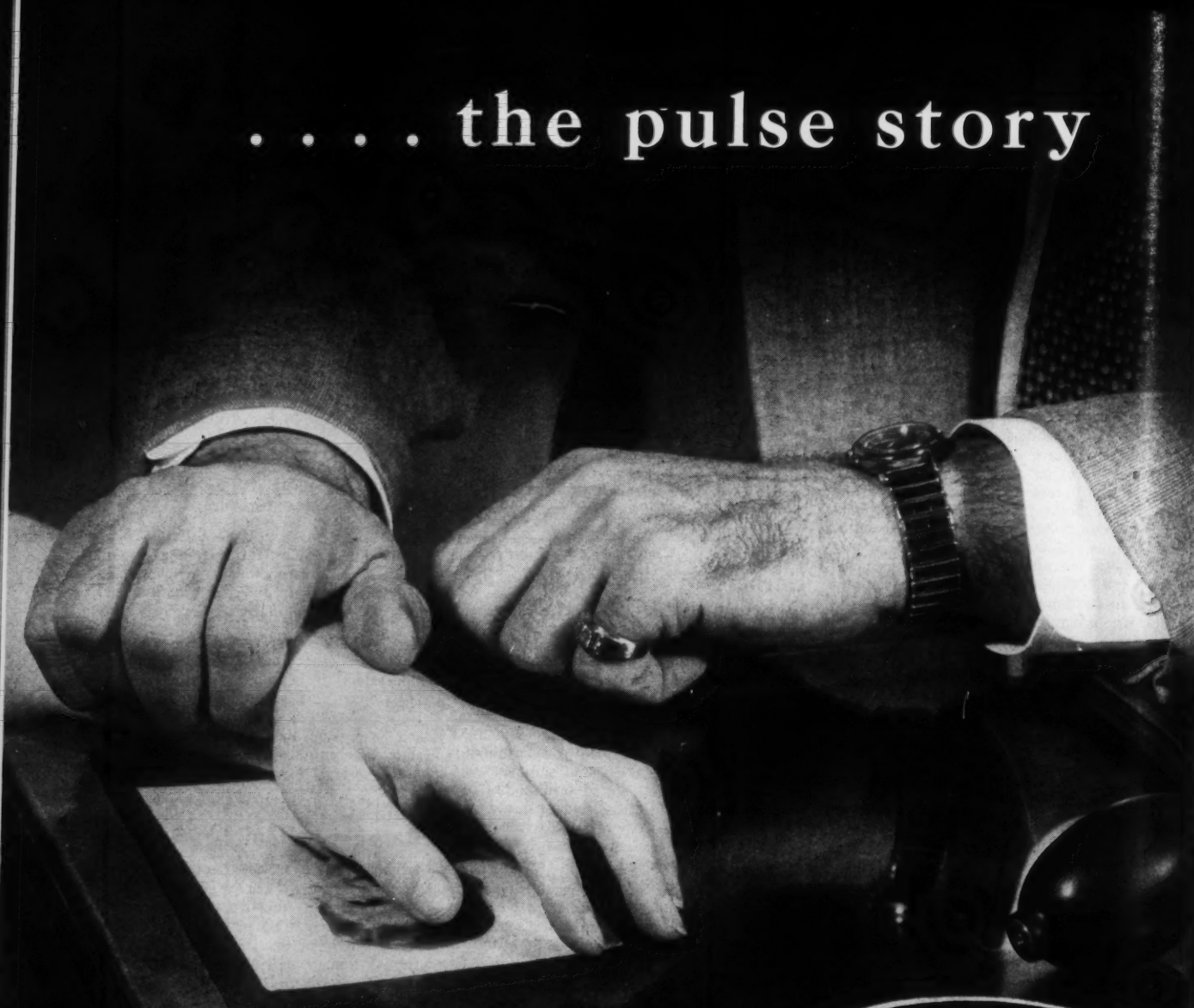
## Priority List Revision

FURTHER revision of city priority lists in FCC's expediting procedure on tv applications issued Wednesday. Replacing last revision in October [B•T, Oct. 26], new priorities are:

**GROUP A**—1. Lexington, Ky.; 2. Clarksburg, W. Va.; 3. Albany, Ga.; 4. Wausau, Wis.; 5. Daytona Beach, Fla.; 6. Odessa, Tex.; 7. Grand Forks, N. D.; 8. Rapid City, S. D.; 9. Jefferson City, Mo.; 10. El Dorado, Ark.; 11. Hastings, Neb.; 12. Beckley, W. Va.; 13. Modesto, Calif.; 14. Big Spring, Tex.; 15. Klamath Falls, Ore.; 16. Sunbury, Pa.; 17. Whitefish Bay, Wis.; 18. Wenatchee, Wash.; 19. El Centro, Calif.; 20. Irwin, Pa.; 21. Henderson, Nev.; 22. Hatfield, Ind.

**GROUP B**—1. Las Vegas, Nev.; 2. Buffalo-Niagara Falls, N. Y.; 3. San Antonio, Tex.; 4. Omaha, Neb.; 5. San Francisco-Oakland, Calif.; 6. Minneapolis-St. Paul, Minn.; 7. Boston, Mass.; 8. Pittsburgh, Pa.

# . . . . the pulse story



. . . 81.6%* of all time rated,
most people are viewing

San Antonio's
**keyl-tv5**
CBS • ABC • DUMONT

*NOVEMBER PULSE

For Complete Information See Any Katz Man ★ National Reps.
Tom Harker, National Sales Director ★ 118 E. 57th, New York

# at deadline

## Three Tvs Granted; Three Sales Approved; Other Action

GRANTS for new tv stations on vhf ch. 6 at Thomasville, Ga.; vhf ch. 12 at Joplin, Mo., and uhf ch. 21 at San Diego, Calif., plus station sales totaling $3 million approved by FCC Wednesday. Initial decision issued for vhf ch. 2 at Baton Rouge, La. Two stations surrendered permits for economic reasons. Actions follow:

E. D. Rivers Sr. (uhf ch. 30 WOBS-TV Jacksonville, Fla., WLBS Birmingham) granted vhf ch. 6 at Thomasville, Ga., with ERP 6.03 kw visual and 3.02 kw aural; antenna height above average terrain 350 ft. P. O. address: Lakeland, Ga.

Air Time Inc. (KSWM), Joplin, Mo., granted vhf ch. 12; ERP 58.9 kw visual, 34.7 kw aural; antenna 510 ft. Address: % Austin Harrison, 1928 W. 13th St. Grant made possible by dismissal by KFSB there.

Elliott L. Cushman (San Diego *Shopping News*) granted uhf ch. 21; ERP 186 kw visual, 100 kw aural; antenna 810 ft. Address: 13th & Broadway.

### Initial Decision at Baton Rouge

Initial decision issued by Examiner Annie Neal Huntting proposing grant of vhf ch. 2 at Baton Rouge to Louisiana Tv Bcstg. Corp., representing merger of WJBO and WLCS, latter to be sold. Decision made possible by withdrawal of competing bid by Southern Tv Co. of Baton Rouge Inc., reimbursed $11,472.94 for expenses.

### KEPO-TV Returns Vhf Grant

KEPO-TV El Paso, Tex., returned its vhf ch. 13 permit to FCC for deletion on ground study of area shows third vhf outlet there would not be economically feasible. KROD-TV is operating on ch. 4, KTSM-TV on ch. 9.

W. Gordon Allen, unsuccessful in his Sec. 309(c) protest of vhf ch. 13 grant to KVAL-TV Eugene, Ore., returned permit for uhf ch. 20 KTVF (TV) Springfield-Eugene to FCC, cited five reasons: (1) uhf cannot compete with vhf in hilly area; (2) non-delivery of uhf equipment ordered nine months ago; (3) negative statements and lack of interest by network executives; (4) sluggishness of set sales; (5) his "strong belief that am radio is an excellent 'result getter' for local retail outlets where most tv revenues in small markets must originate." Operator KGAE Salem and other Oregon stations, he plans to pursue bid there for new am on 1050 kc with 1 kw day.

### KLAC-TV, WINS, KRMG Sales Approved

FCC Wednesday approved sales of three major station properties—KLAC-TV Los Angeles, WINS New York and KRMG Tulsa, Okla.

KLAC-TV, on vhf ch. 13, was sold by Mrs. Dorothy Schiff to Copley Press Inc. for $1,375,000 [B•T, Nov. 16]. Copley Press publishes 15 newspapers in Southern California and Illinois, and has interest in KSDO San Diego. KLAC retained by Mrs. Schiff, *New York Post* publisher.

WINS New York was sold by Crosley Broadcasting Co. to Gotham Broadcasting Corp. for $450,000 [B•T, Aug. 10]. Gotham is comprised of J. Elroy McCaw and John D. Keating. FCC approval was conditioned on Mr. McCaw divesting himself of interests in KPOA Honolulu, KILA Hilo (T. H.), and KORC Mineral Wells, Tex., in order to conform to seven-station rule. Mr. McCaw in addition has interests in KONA (TV) Honolulu, KYA San Francisco, KLZ Denver, KELA Centralia, KALE Richmond, KYAK Yakima. Miss Hennock favored grants, but wanted consummation held up until Mr. McCaw disposed of holdings.

KRMG Tulsa was sold by Kerr-McGee interests to Western Broadcasting Co. for $305,000 [B•T, Nov. 30]. Western comprises Harrington Wimberly and family which own *Altus* (Okla.) *Times-Democrat* (KWHW). Comrs. Lee and Hennock voted for a letter of inquiry regarding overlap between two stations, requested by KFMJ Tulsa [B•T, Dec. 21].

In other transfer approvals, FCC granted assignment of license for KROD El Paso, Tex., and cp for KROD-TV there from Roderick Broadcasting Corp. to El Paso Times Inc. (in which Roderick family has 75% interest) for $800,000; assignment of license of KSIL Silver City, N. M., from Southwest New Mexico Broadcasting Corp. to James H. Duncan (current 45% owner) for $110,000; acquisition of positive control of WPAT Paterson, N. J., by Union Bldg. & Investment Co. through purchase of stock from James P. Walden and First National Bank & Trust Co.

### WITH-TV Granted Extension

WITH-TV Baltimore granted six-month extension to complete construction of uhf ch. 60 station. FCC has issued show cause order for switch of assignment to ch. 72 (story page 46).

WCBI-TV Columbus, Miss., granted six-month extension of time to construct uhf ch. 28 station.

Following holders of permits for new tv stations are being advised their requests for additional time to construct cannot be granted on basis of evidence presented: Home News Pub. Co. uhf ch. 47 WDHN (TV) New Brunswick, N. J.; Lewistown Bcstg. Co. uhf ch. 38 WMRF-TV Lewistown, Pa.; Chronicle Pub. Co. uhf ch. 29 WMRI-TV Marion, Ind.; Montana Farmer Inc. vhf ch. 3 KMON-TV Great Falls, Mont. Comr. Frieda B. Hennock dissented in all cases but KMON-TV.

WNHC-TV New Haven, Conn., granted extension of STA for dual operation on vhf chs. 6 and 8 until midnight Jan. 2 to help receiver adjustment to new ch. 8.

By order, Commission approved petition of North Shore Bcstg. Co. to reinstate application for uhf ch. 31 at Shorewood, Wis., relinquished by WMIL-TV Milwaukee. North Shore is owned by suburban publisher Harold R. Murphy.

David M. Segal, owner KUDL Kansas City, dismissed sole bid for uhf ch. 65 there. Red River Valley Tv Corp., representing merger of KFGO Fargo, N. D., and KVOX Moorehead, Minn., dropped bid for vhf ch. 13 at Fargo, leaving in competition North Dakota Bcstg. Co. (KCJB Minot) and Rudman Tv Co.

Ralph E. Hess, account executive of Al Paul Lefton Co., Philadelphia, filed bid for uhf ch. 18 at Fayetteville, N. C., where he has purchased WFAI for $125,000 from Rollins Bcstg. Inc. subject to FCC consent. WFAI concurrently dismissed its ch. 18 bid, in contest with WFNC and WFLB there.

WJAX and WPDQ, both Jacksonville, Fla., and contestants for vhf ch. 12 there, petitioned FCC to dismiss competitive ch. 12 bid of Florida-Georgia Tv Co. on grounds latter plans alternate proposal in violation of Sec. 1.304 of rules.

New Class B fm station granted at Tampa, Fla., to FM Broadcasters on ch. 300 (107.9 mc) with ERP 10.5 kw and antenna 160 ft.

### PHILCO FIGHTS BACK

IN FULL-PAGE newspaper advertisement, headed "FACTS the American People Should Know About COLOR TELEVISION," Philco Corp. stated Wednesday that the compatible color tv standards approved by FCC "were developed by the leading scientists of the electronics industry. They are NOT the work of ANY ONE COMPANY." Ad listed names of 42 organizations as among those "whose combined knowledge and strength are responsible for the system that won final FCC approvals" and concluded: "We congratulate the scientists of the entire television industry for their great achievement!"

## Paramount Pictures Buys Warner Hollywood Lot

PARAMOUNT PICTURES has bought old Warner Bros. Sunset Blvd. studios in Hollywood for $850,000, will remodel to house KTLA (TV) and other tv activities. Deal includes all buildings on 10-acre tract with one to be leased back to Warner cartoon division for five years. Paul Raibourn, Paramount Pictures Corp. vice president and president of Paramount Television Productions Inc., KTLA licensee, recently said studio planned tv film production facilities.

Klaus Landsberg, KTLA vice president-general manager, said facilities will accommodate Vitapix production plans. KTLA produces several syndicated tv shows, recently became stockholder-affiliate of Vitapix [B•T, Dec. 21].

### UPCOMING

**Jan. 5-9: NCAA conference, Cincinnati.**
**Jan. 6: Second session of 83d Congress.**
*For other Upcomings see page 97.*

## PEOPLE

**WILLIAM S. BLAIR** and **JUDSON H. IRISH** elected vice presidents of Hewitt, Ogilvy, Benson & Mather, N. Y. Mr. Blair is director of research; Mr. Irish is copy chief.

**RONALD B. WOODYARD,** president of WONE-WIFE (TV) Dayton, Ohio, recovering from fractured pelvis and other injuries received in auto accident.

**JACK BLACK,** former assistant sales manager of WTAR-AM-FM-TV Norfolk appointed sales manager of stations, effective Jan. 1, by Robert M. Lambe, general sales manager.

**GEORGE TURNES** and **HUB JACKSON** to sales staff of Guild Films Co., N. Y. Mr. Turner, who will cover New England area, including Rhode Island, New Hampshire, Massachusetts, Maine, Connecticut and New York, formerly was film director for DuMont Television Network, has been associated with WSBA-TV York and WKJF-TV Pittsburgh. Mr. Jackson, for past two years vice president in charge of Chicago office of Radio Representatives, will cover Michigan, Indiana, Kentucky area.

**BROWN BOLTE** and **ALAN SIDMAN**, vice presidents of Benton & Bowles, N. Y., elected members of board.

## Opposition to WGRD Filed; Other FCC Reports

OPPOSITION to petition of WGRD Grand Rapids, Mich., seeking withdrawal of FCC order forcing it to discontinue pre-sunrise operations [B•T, Dec. 14] filed with FCC last week by WING Dayton, Ohio.

WING, operating on 1410 kc with 5 kw unlimited, directional night, instituted complaint which resulted in FCC's telegraphic order to WGRD to cease early morning broadcasts. It claimed WGRD's pre-dawn transmissions caused interference to WING's early morning programs. In opposition brief WING claimed that WGRD was daytime-only station and that its hours of operation were from local sunrise, not before. WGRD had claimed its license would be modified by having to cease pre-dawn broadcasts and requested that regular hearing be held.

Also filing petition for recession of Commission telegraphic order to cease before-sunrise operations was WRIS Roanoke, Va. It also claimed interference to WING was not covered in rules, asked for hearing if Commission felt it necessary.

## AFM Negotiations to Resume

NEGOTIATIONS between American Federation of Musicians (AFL) and recording and transcription industries expected to resume this week though no date set at time talks bogged down and recessed for Christmas holiday [B•T, Dec. 21]. Union sources expressed belief that talks would be renewed in effort to reach agreement before present contracts expire Thursday.

Negotiations on pacts in recording and transcription fields are preliminary to talks for new contracts for radio-tv networks. Network contracts run through Feb. 1, with preliminary discussions scheduled for mid-January.

Main issue holding up contract in recording and transcription fields said to center around wages. Federation reportedly is seeking boost for recording session from present rate of $41 to $56, while industry is said to have countered with offer of new five-year contract with 10% increase in scale for first two years and additional 10% for next three years.

WSAZ
*extends*
Season's Greetings
*to our many friends!*

WSAZ
*now celebrating*
30 Christmas Seasons

NATIONAL REPRESENTATIVE
THE KATZ AGENCY

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BROADCASTING* TELECASTING*

THE NEWSWEEKLY OF RADIO AND TELEVISION
*Published Every Monday by Broadcasting Publications Inc.*

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**Executive and Publication Headquarters**

**Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.**
**Telephone: Metropolitan 8-1022**

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David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

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# BUDGET TROUBLES ?

**Buy**
**3-MARKET COVERAGE**
*in Pennsylvania with*
**WJAC-TV**

**Look at these Hooper Standings For October 1953**

## JOHNSTOWN · PITTSBURGH · ALTOONA

| 1st Place | 2nd Place | 1st Place |
|---|---|---|
| 2 - Station Market | 4 - Station Market | 2 - Station Market |

**Cover Southwestern Pennsylvania**
**ECONOMICALLY on...**

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
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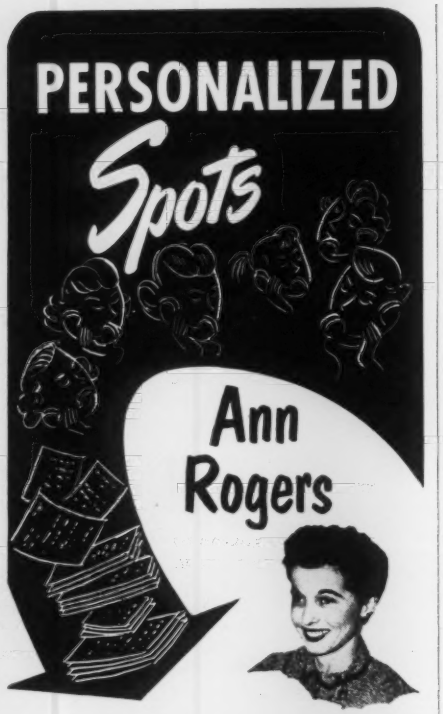
***Get full information from your KATZ man!***




NOW ½ HOUR

Fan mail, visitors, telephone calls praising Ann Rogers' talents reached such a volume that WHAM extended her program time from 15 minutes to ½ hour.

Every weekday afternoon from 12:30 to 1, Ann Rogers beams her persuasive salesmanship to her ever growing following of women guests and listening audience.

To reach women in the rich Upstate New York market Ann Rogers has become the first choice of local and national advertisers. Her high Pulse and low cost per thousand listeners have won their lasting loyalty.

Let Ann Rogers help you sell women your products or service.

50,000 WATT CLEAR CHANNEL

WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM ★ NBC Affiliate
Geo P. Hollingbery Co., Nat'l Rep




## THIS IS YOUR LIFE

**Network:** NBC-TV
**Time:** Wed., 10-10:30 p.m. EST
**Sponsor:** Hazel Bishop Inc.
**Agency:** Raymond Spector
**Producers:** Ralph Edwards, Alfred Paschall, Axel Gruenberg
**Announcer:** Bob Warren
**Musical Director:** Von Dexter
**Technical Director:** Joe Conn
**Star:** Ralph Edwards

IF the general praiseworthy comment is to be made, there's very little left to say about Ralph Edwards and his imponderable video creation dramatically titled *This Is Your Life*, a tear-jerking series seen Wednesday night on NBC-TV. The show has had more than its share of publicity, most of it favorable. It has an audience whose loyalty and devotion is beyond question. Last June when hiatus time rolled around, Mr. Edwards' fans were so ardent in their demands for more that the network put films of *This Is Your Life* from the previous season back on the air—not once but twice a week. Commercially the show has been a terrific success.

But eulogies, bouquets and sales records notwithstanding, *This Is Your Life* is questionable entertainment.

As everyone who owns a tv set no doubt knows, the life of one person is reviewed each week. The subject is lured to the studio under some false pretense. Then Mr. Edwards joyfully recounts events in the person's life that have contributed to the guest's greatness. On hand too are old friends, family members and benefactors who have played a part in the life under surveillance.

Mr. E likes it best when his guest is totally overcome and tears begin flowing. Usually his desire is realized. Most of his guests are theatrical people whose business it is to rise to any occasion. Some have turned in remarkably dramatic performances on *This Is Your Life*.

The show falls completely flat when a subject manages to pull through without a noticeable breakdown. Such a telecast was one seen Dec. 16 when Mrs. Edna Gladney, who has established a highly successful adoption home, was a guest on the show. Mrs. Gladney took it pretty much in stride. And Mr. Edwards, without a crisis or two to cope with, was at a complete loss.

* * *

## AMAHL AND THE NIGHT VISITORS

**NBC-TV, Sunday, Dec. 20, 5-6 p.m.**
**Producer:** Samuel Choezinoff
**Associate Producer:** Charles Polacheck
**Staged by** Gian Carlo Menotti
**Conductor:** Thomas Schippers
**Television Director:** Kirk Browning
**Asst. Conductor:** Rudolph Fellner
**Production & Costumes designed by** Eugene Berman
**Choreographer:** John Butler
**Lighting:** Jack Fitzpatrick
**Color Consultant:** Richard Day
**Executive Color Producer:** Barry Wood
**Cast:** Amahl, Bill McIver; mother, Rosemary Kuhlmann; King Casper, Andrew McKinley; King Baltasar, Leon Lischner; King Melchior, David Aiken; page, Francis Monashino; dancing shepherds, John Butler, Felise Conde & Glen Tetley

THE colorcast of *Amahl and the Night Visitors* was an exceptional demonstration of the subtle yet powerful dimension which color adds to tv. The opera was a particularly stringent test, for this reviewer had seen it twice before in black and white and had enjoyed it tremendously.

But the *Amahl* of last Dec. 20 was by far the most moving of them all. The reason for the improvement of an already exquisite opera must have been color. In retrospect, it is impossible to find an alternative explanation for the added impact of the presentation.

Singing, acting, orchestral technique and production have been uniformly splendid in all of the work's performances. These elements may indeed have been at a higher peak of excellence Dec. 20, but not so much higher than in former telecasts as to make the profound difference in emotional effect that set this one apart. Color was responsible, and this conclusion is the more remarkable for the undeniable fact that the color of *Amahl* had flaws.

### Color Imperfections

Flesh tones were unstable. In some scenes the shepherd boy appeared to need a shave. In others, the eyeshadow worn by his mother was so pronounced as to suggest that she was made up to pose for high fashion photography rather than to play a peasant. At times there was a definite artificiality in the colors of both sets and costumes. A red robe on one of the kings was crimson in one scene, red-orange in another.

The imperfections in color were particularly noticeable at the outset of the show. And here another significant feature of color impact is indicated. The critical judgment was concentrated on the quality of the color itself in the beginning, but as the program progressed and the reviewer became exposed to the total experience of the presentation the technical faults of color became less apparent.

Before the program was half way through, there was no consciousness of watching a "color" program. There was instead absorbed satisfaction at attending an event of unusual scope and fullness.

Time and experience will doubtless eliminate the kinds of color disturbances that occurred Dec. 20. But even with the imperfections of that occasion, color tv not only is acceptable but exciting.

* * *

## BOOKS

HOW TO TROUBLESHOOT A TV RECEIVER by J. Richard Johnson. John F. Rider Publisher Inc., 480 Canal St., New York 13. 124 pp. $1.80.

COGNIZANT that the troubleshooting part of servicing requires the most time and effort, the book presents a compact discussion, in a practical way, of how to prepare for it most efficiently.

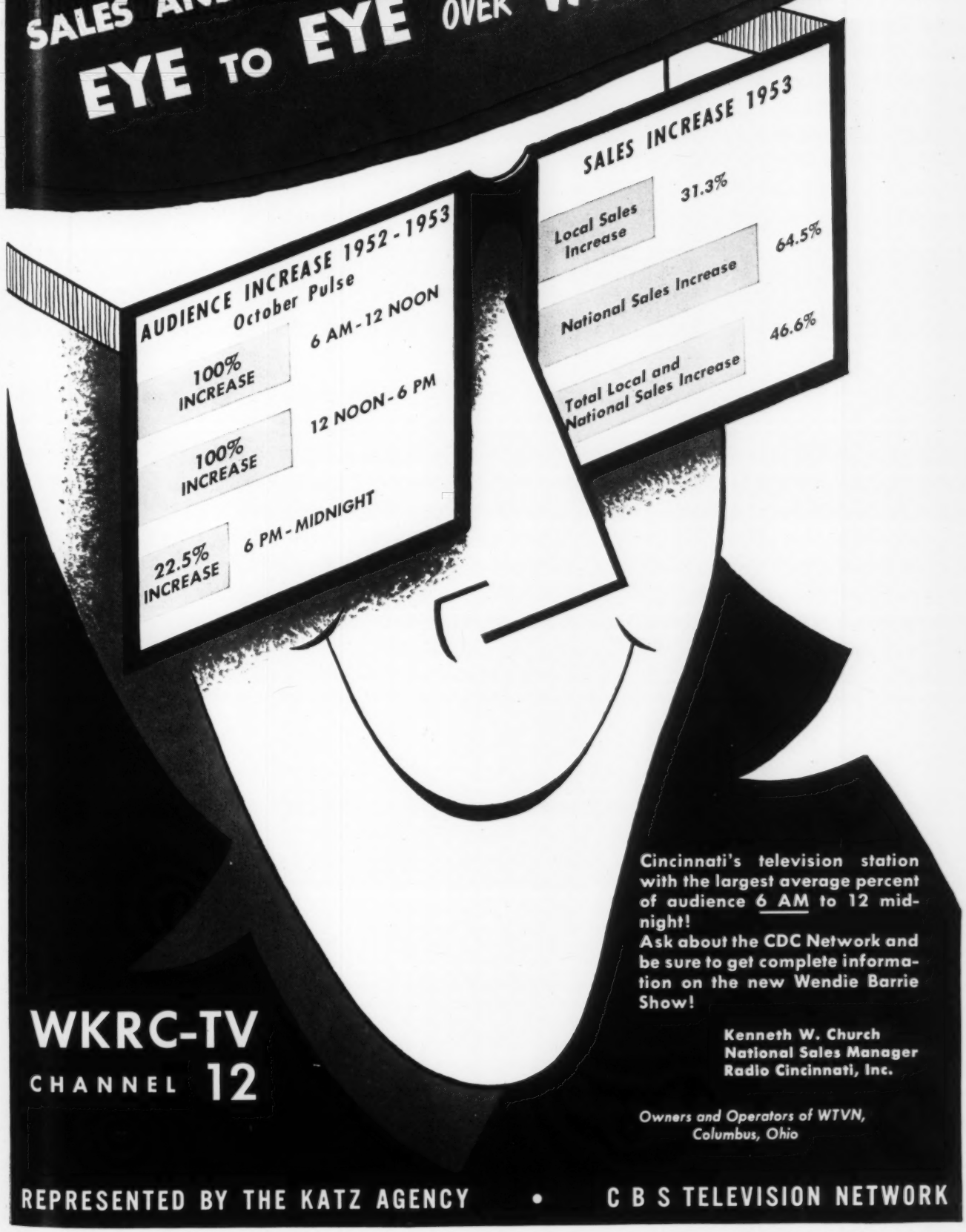
The text covers numerous factors involved in repair work in the field and in the shop and distinguishes between requirements for each.

* * *

WHO HE? by Alfred Brewster. The Dial Press, 461 4th Ave., New York. 313 pp. $3.50.

THE hero of this novel of fantasia, like the author, writes a television show, and the story tells of his adventures, as described on the book's jacket, in "America's most fabulous Never-Never Land—Television." The inhabitants of this "private world" of writers, performers and agencies are somewhat on the order of the libertines devised by the late Thorne Smith, except that they are studiedly more indecent, besides being fraught with jealousies, feuds, ambition and other refinements that never would have occurred to Topper. The author has written for radio and tv 10 years and "will continue until novel writing pays off."

# SALES AND AUDIENCE GROW EYE TO EYE OVER WKRC-TV



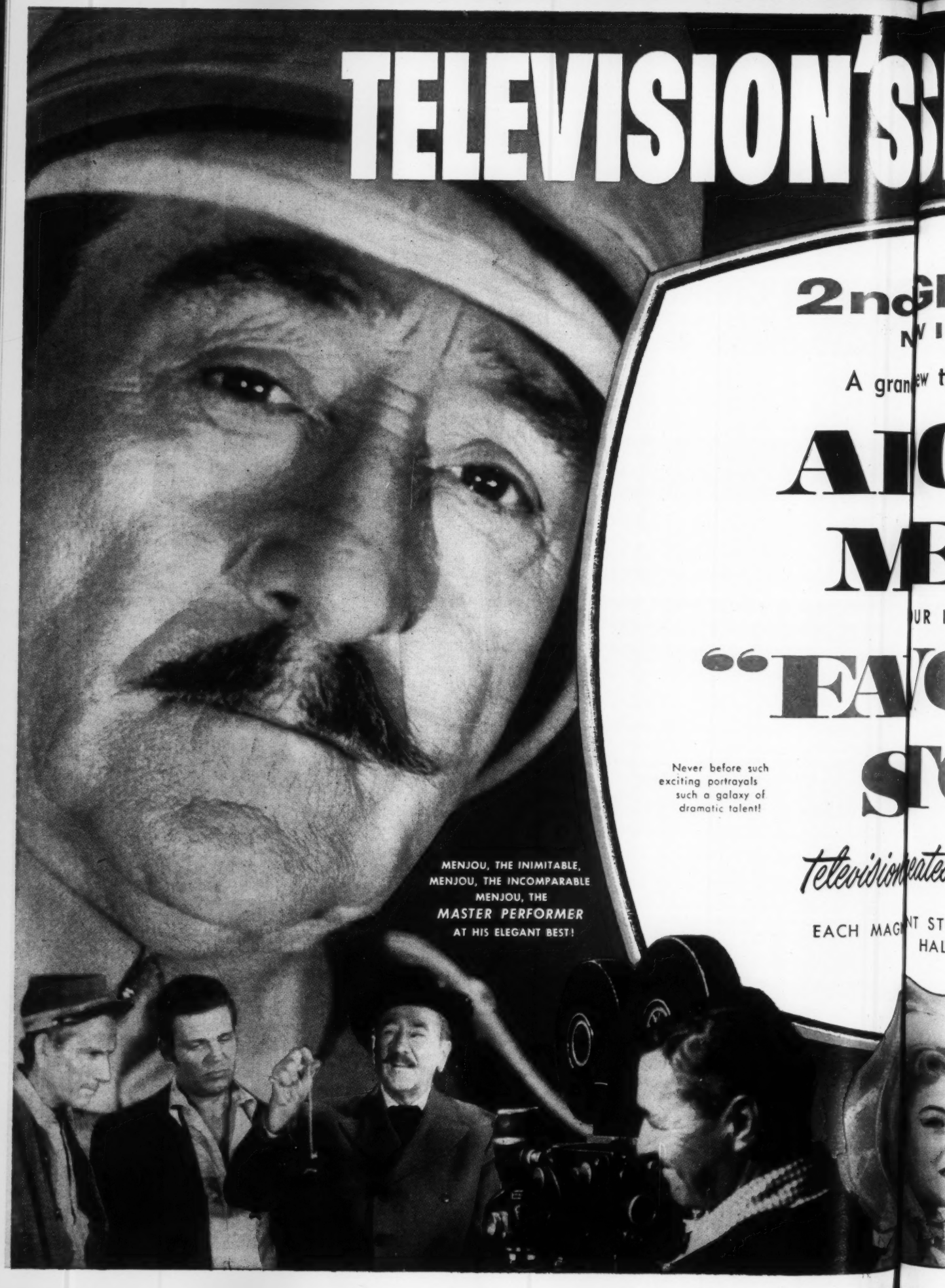

Cincinnati's television station with the largest average percent of audience 6 AM to 12 midnight!
Ask about the CDC Network and be sure to get complete information on the new Wendie Barrie Show!

Kenneth W. Church
National Sales Manager
Radio Cincinnati, Inc.

*Owners and Operators of WTVN, Columbus, Ohio*

## WKRC-TV
CHANNEL 12

REPRESENTED BY THE KATZ AGENCY • C B S TELEVISION NETWORK


TELEVISION'S
2nd
A gran
Never before such exciting portrayals such a galaxy of dramatic talent!
MENJOU, THE INIMITABLE,
MENJOU, THE INCOMPARABLE
MENJOU, THE
MASTER PERFORMER
AT HIS ELEGANT BEST!

# SMASH HIT!

## GREAT YEAR
## N IN PRODUCTION!

an ew total of 78 magnificent half-hours.

# OLPHIE
# ENJOU

UR HOST AND STAR IN

# VORITE
# STORY"

Planned for 3 Full-Length Commercials Plus Opening and Closing Sponsor Identifications!

*greatest dramatic achievement...*

AG NT STORY A COMPLETE AND CAPTIVATING HALF-HOUR DRAMA!

**These leaders have RENEWED FOR 2ND YEAR!**

- **BLATZ** Beer in **3** markets!
- **DREWRYS** Beer in **9** markets!
- **OLYMPIA** Beer in **6** markets!
- **GENESEE** Beer in **5** markets
- **SCHAEFER** Beer in New York City

**TOP RATINGS in market after market!**

- **SEATTLE, 1st Place!**
  **Sat. eve. - rates 53.3 - Telepulse, June 1953**
  Beats Robert Montgomery, Mr. & Mrs. North, Eddie Cantor, Ford Theatre, Playhouse of Stars.
- **WASHINGTON, D. C. - 2nd Place!**
  **Tues. eve. - rates 21.4 - Telepulse, Aug. 1953**
  Beats Danger, Suspense, Kraft TV Theatre, Douglas Fairbanks Presents, Lux Video Theatre.
- **KANSAS CITY, 1st Place!**
  **Fri. eve. - rates 32.3 - Telepulse, Aug. 1953**
  Beats Philco-Goodyear TV Playhouse, Ford Theatre, Kraft TV Theatre, This Is Your Life, G. E. Theatre, What's My Line, Godfrey's Talent Scouts.

**TOP RATINGS in market after market!**

- **PITTSBURGH - 1st Place!**
  **Thur. eve. - rates 41.5 - Telepulse, Aug. 1953**
  Beats This Is Your Life, Down You Go, Ford Theatre, Playhouse of Stars, Robert Montgomery.
- **SAN ANTONIO - 2nd Place!**
  **Tues. eve. - rates 26.3 - Telepulse, Aug. 1953**
  Beats Suspense, Blind Date, Burns & Allen, Kraft TV Theatre, Toast of the Town, Beulah, G. E. Theatre, Robert Montgomery, Lux Video Theatre.
- **PORTLAND - 2nd Place!**
  **Tues. eve. - rates 58.5 - Telepulse, Sept. 1953**
  Beats Break the Bank, Chance of a Lifetime, Playhouse of Stars, The Goldbergs, Big Story.

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

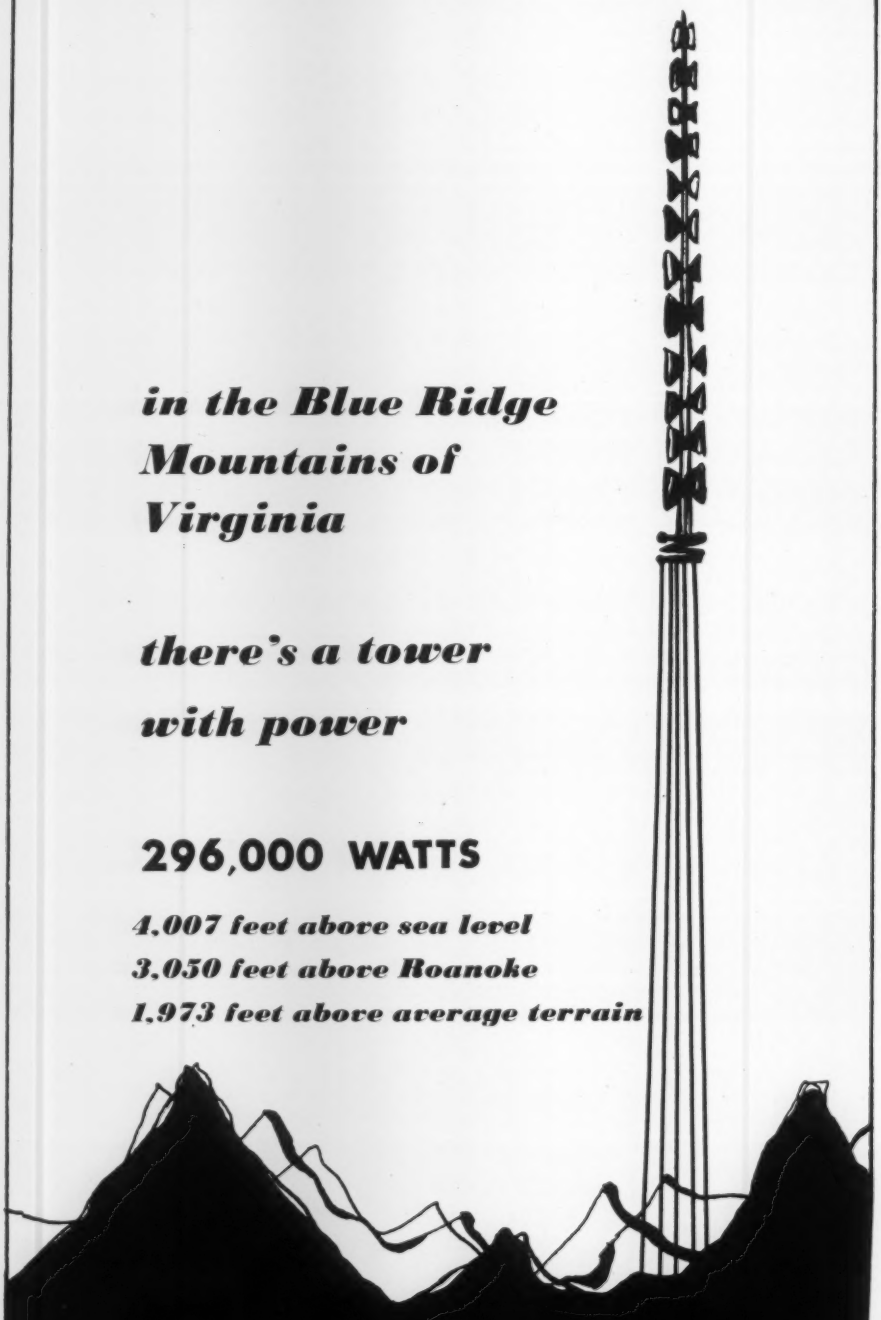
XUM

*in the Blue Ridge Mountains of Virginia*

*there's a tower with power*

**296,000 WATTS**

*4,007 feet above sea level*
*3,050 feet above Roanoke*
*1,973 feet above average terrain*



**WSLS-TV**
**CHANNEL 10**
**ROANOKE VIRGINIA**

THE SHENANDOAH LIFE STATIONS INC.
REPRESENTED NATIONALLY
AVERY-KNODEL INC.


## OPEN MIKE

### There's Another?

EDITOR:

. . . As for ideas on improving B•T I have none at the moment. It's one of the two trade magazines that's read from cover to cover by this agency.

*Kay Ostrander*
*Timebuyer*
*Dan B. Miner Co.*
*Los Angeles*

### Reprint Requests

EDITOR:

Dick McQueen, our advertising manager, has suggested that I contact you in regard to the article "How Not to Cover a War" by George Herman in the Dec. 7 issue of BROADCASTING • TELECASTING.

We would like your permission to reprint the article. . . . I would also like your permission to digest the article (very briefly) in Magnecord *Ink*, our company publication. . . .

*Jack Gavin*
*Public Relations Director*
*Magnecord Inc.*
*Chicago*

**[EDITOR'S NOTE: Permission granted.]**

EDITOR:

For several months I've had the cartoon from your June 15 issue, "Stop, stop it, Malone! You're breaking my arm!" kicking around in my desk.

I get a kick out of it every time I look at it and wondered if we might reprint it in the

"Harter Highlights" with credit, of course, to B•T . . . "Highlights" [is] the dealer house organ of the Harter Corp. . . .

*Clement B. Haines*
*Lamport, Fox, Prell & Dolk, Inc.*
*South Bend, Ind.*

**[EDITOR'S NOTE: Permission granted.]**

### 60% Correct

EDITOR:

Today's issue (Dec. 14) of B•T, in announcing that WHDF Houghton, Mich., will become an affiliate of NBC as of Jan. 1, 1954 (page 79), credits ownership of WHDF to George L. Burgan, the writer.

While few of your good readers will probably be concerned, in the interest of accuracy, I would like to point out that majority stock ownership only rests with me, and that some 40% of the voting stock is owned by John W. Rice, publisher of the *Daily Mining Gazette*, Houghton, Mich.

*George L. Burgan, Secy.-Treas.*
*WHDF Houghton, Mich.*

# HERE'S WHY RUST REMOTE CONTROL IS BETTER THAN SYSTEM "B," A SELF-STYLED "COMPLETE SYSTEM."*

SYSTEM "B" USES 37 TUBES IN CONTROL AND METERING UNITS WHERE RUST USES NONE.

(Failure of any one of ten tubes puts you off the air.)

★

SYSTEM "B" USES 24 TUBES AT THE TRANSMITTER WHERE RUST USES NONE.

(Six of these tubes are vital—failure of any one will put you off the air until you find an engineer and he can get to the transmitter.)

★

SYSTEM "B" HAS 23 CONTROL ADJUSTMENTS (other than meter calibrating). RUST HAS ONE.

★

**Comparison based on complete systems of comparable capacity.*

## *Rust Is the Leader in Simplicity and Reliability Through Better Design*

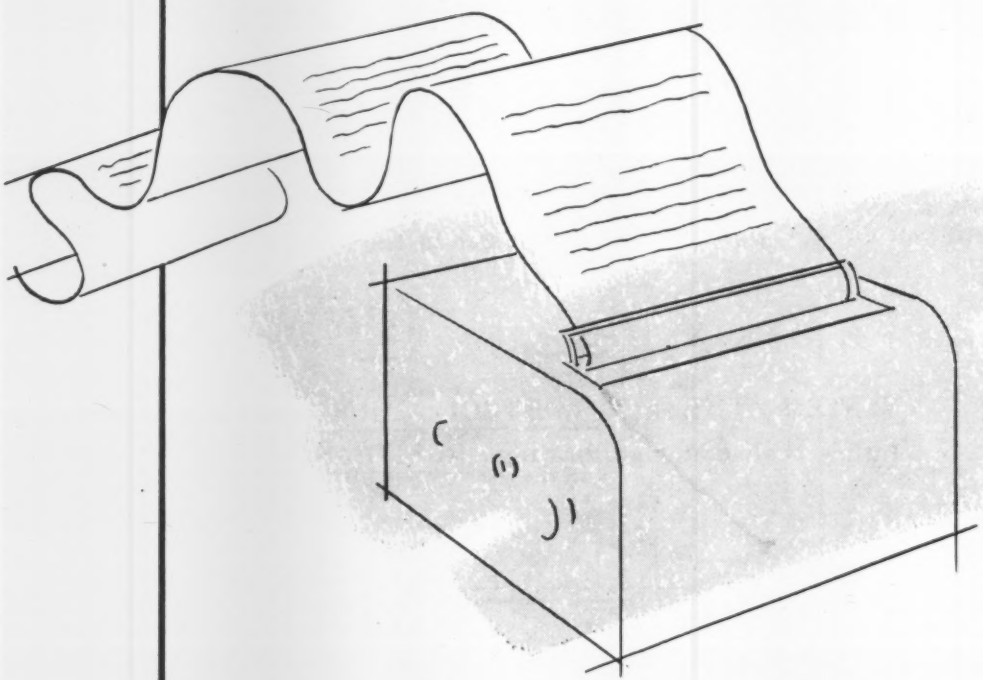
★

RUST INDUSTRIAL CO.

**the rust industrial company, inc.**

608 WILLOW STREET MANCHESTER, NEW HAMPSHIRE, U. S. A.

# NEWS makes HEADLINES



# and also proves LEADERSHIP

When Chicagoland television families want the news of the day, they turn in overwhelming numbers to one station—WNBQ, the **Quality Station** of **Mid-America.**

The average audience for a WNBQ local news program is MORE THAN THE COMBINED average audiences for similar shows on ALL other Chicago television stations and MORE THAN TWICE that of the second station.

Thirty-three of the 36 WNBQ local news periods during a single week—more than 26 per cent of all such shows on all Chicago stations—are rated at four points or better by the American Research Bureau. ONLY nine periods on Station B fall in this upper level, five on Station C and none on Station D.

Here is convincing proof that such WNBQ personalities as Jack Angell, Alex Dreier and Len O'Connor, regularly featured as reporters-commentators, hold an unequalled viewer confidence —further strengthened by an outstanding news department staff.

And they are only a part of a family of WNBQ personalities — all favorites of Chicagoland — all daily proving the leader and

*the* QUALITY STATION *in Chicago Television is . . .*

NBC TV

Quality Programs
Quality Service
Quality Audience

WNBQ
CHANNEL 5

REPRESENTED BY NBC SPOT SALES



XUM

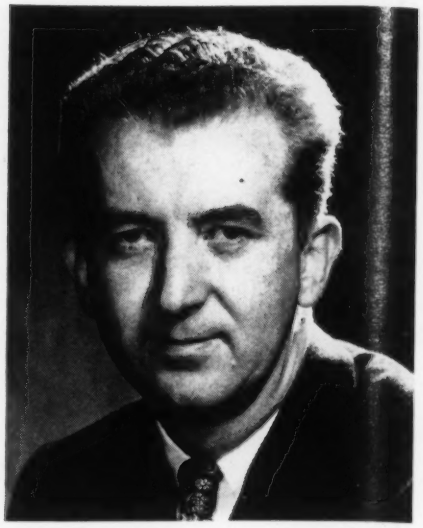
IN THE
Upper Midwest...

KSTP-TV
now reaches
nearly
Two Million
people
regularly
with its
100,000 watts
on
channel 5

REPRESENTED
BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS - ST. PAUL

# our respects

## to RICHARD ANTHONY MOORE



A ZEALOUS and limitless faith in the future of local television as a community service in formulating public opinion and providing entertainment has motivated Richard Anthony Moore, vice president and general manager of KTTV (TV) Hollywood, to make his goal that of establishing the station as the nation's foremost independent.

When this dynamic redhead moved to KTTV in July 1951 from ABC-TV Hollywood, where he was regarded as one of the network's most promising young executives, it provoked much head-shaking among friends.

Only Mr. Moore seemed to understand why he turned down the post of ABC Western Division general manager to take over the then struggling independent in an already tremendous competitive market.

"The local station, in the not-too-distant future, will be looked upon in much the same manner as the local newspaper," he said, in explaining the tremendous force it can be in community life in years to come. "It will probably have as much, or even more influence on civic affairs and public welfare."

He believes independent station operation should serve the needs, tastes and desires of the local people, adding: "The community station should have a little of the elements of the local churches, newspapers, theatres, schools, clubs and civic organizations."

Born in Albany, N. Y., on Jan. 23, 1914, son of the late John D. and Julia I. Moore, he was educated in Brooklyn public schools and at Phillips Andover Academy in Massachusetts.

He entered Yale in 1932.

As managing editor of the *Yale Daily News* during his senior year, he turned the staid and conservative college paper into an exciting tabloid. It brought him plaudits from readers and professional newspapermen, but lifted the eyebrows of older faculty members, he recalls.

Upon graduation in 1936 with a B.A. degree from "Yale's greatest class," he entered the university's law school. An honor student, he won the Yale Law School Assn. prize for the best oral argument of a hypothetical law case. He received his LL.B. in 1939.

He joined the New York law firm of Cravath, Swaine & Moore shortly afterward and tried his first case the day before enlisting in the army. After Air Force OCS graduation, he served with the 11th Air Force in Alaska as intelligence officer. Promoted to captain and transferred to the Pentagon in 1944 as special assistant to Brig. Gen. Carter W. Clark in the Office of Military Intelligence, his work in organizing intelligence units for Far Eastern service won him the Legion of Merit.

Released from active service, Mr. Moore returned to New York where Joseph A. McDonald, ABC's general counsel, invited him to join his staff in September 1946.

"I learned more about the broadcasting industry from Joe McDonald than from any other individual," Mr. Moore remembers.

Prior to ABC's entry into tv, Mr. Moore spent most of his time in labor negotiations. He represented the network in establishing the first freelance code for writers. His work with unions, however, covered every phase of the business.

Getting five stations on the air, ABC in February 1948 created a tv division and Mr. Moore was named business manager and attorney. Because of the lack of manpower in those days, he did a "little bit of everything." In getting ABC-TV's flag station, WJZ-TV New York (now WABC-TV), on the air, he recalls working seven days and nights a week. He also helped form plans for ABC-TV's Chicago and Detroit stations.

An early advocate of film in video programming, he negotiated a number of the network's first tv film contracts. Other firsts include the initial Metropolitan Opera telecast, presentation of the Democratic and Republican 1948 conventions and the first Midnight Mass at St. Patrick's Cathedral with Francis Cardinal Spellman officiating.

Sent west by ABC president Robert E. Kintner for "90 days" in March 1949 to help organize the network's KGO-TV in San Francisco and KECA-TV (now KABC-TV) Hollywood, Mr. Moore sent for his family when the three months were extended to six. He has made Southern California his home since.

During this time Mr. Moore was named director of television for ABC Western Division. He doubled as KECA-TV general manager when it started operating in September 1949.

Although invited to become ABC Western Division general manager, Mr. Moore in 1951 accepted Norman Chandler's bid to join the *Los Angeles Times*' KTTV in a similar capacity. Later named a vice president, he also is a member of the KTTV Inc. board of directors.

A member of the NARTB Public Events and Labor Advisory committees, he also is president of the Television Broadcasters of Southern California, having previously served as vice president. He serves on the Los Angeles RTRA Charities Inc. board of directors.

He was married in 1943 to the former Jane Swift in New York City. They live in La Canada, a suburban community near Pasadena, with their four children, Richard Jr., 9; Matthew, 7; Joseph, 5 and Kate, 2.

A tireless worker to make KTTV "the nation's foremost independent," Mr. Moore declares there are no hours left for hobbies. However, he hopes to return to golf someday.

# WOWO
## FORT WAYNE

**is all set to go with a five-fold increase in power, extending its signal to cover 20 additional counties — 1,700,000 more people**

Our new 50,000-watt, quarter-million-dollar transmitter is almost ready to go! Completion will give advertisers *complete* coverage of 69 counties—4 million people, including those in Indianapolis and Toledo. For audience action, WOWO gives you this dominant coverage with greater intensity and clarity than ever before. Another great example of Westinghouse's continuing faith in radio—which is paying off for time buyers!

**WESTINGHOUSE RADIO STATIONS Inc**
**WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ**

National Representatives: Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

**Wherever you Go there's Radio**

● Hotter than a four-alarm fire are WGR's new highs in audiences throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area!

*For example: WGR gives Columbia's top network programs some spectacular ratings in the Buffalo area.*

CBS Radio Network

WGR 55

BROADCASTING CORPORATION

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

James Beam

# on all accounts

AT 35, James Beam, director of advertising, Paper-Mate Pen Co., Culver City, Calif., is the oldest executive of the firm, a young group which uses tv and radio as its advertising base. Four years ago Paper-Mate entered the then largely-discredited ball point pen field. Since then, the firm's monthly schedule of over 800 spot announcements in 45 markets has done much to overcome public prejudice.

Born in Canton, Ill., Mr. Beam graduated from the U. of Illinois in 1942 with a degree in commercial design. In 1946 he entered advertising as a copywriter for Marshall Field Department Store, Chicago, after war service as a Marine Corps pilot. Next he sold space for a short-lived magazine, then joined Victor Adding Machine Co., Chicago, as assistant advertising manager, rising to public relations director by 1953, when he decided to move to California.

Drawing up a brochure outlining his qualifications, he had 500 printed, but mailed only five to prospective employers. One was Paper-Mate Pen Co., which was looking for an advertising manager. The brochure and several personal interviews resulted in Mr. Beam getting the position over 300 other applicants.

Paper-Mate's set advertising pattern is to buy Class "A" time for spot announcements before high-rated programs. This results in the firm's advertising message reaching "the most people the most often," Mr. Beam feels.

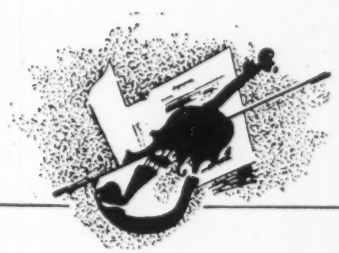
Normally, only spots are used, making for a flexible advertising program. An exception is this year's Christmas campaign, which also tested network radio. Paper-Mate participated in NBC's *Fibber McGee and Molly*.

At present, three times as many tv spots are used as radio, because Mr. Beam believes the pen firm has a product which can be effectively demonstrated on the air. During the past two years only one commercial spot, that of a young couple singing a jingle, has been used. This spot has made an estimated two billion "impressions" monthly, through twelve vocal and seven visual repetitions of "Paper-Mate" during the jingle. He recently felt the time had come to change the commercial. A similar format employing the same couple will be used in a new version, for 1954 release.

The Beam family, consisting of the young advertising manager; his wife, the former Barbara Lareau; and Sandra, 7; Jamie, 5, and Sally, 3, lives in Reseda, a suburb of Los Angeles. Mr. Beam lists his avocations, in order, as his family, his new home, and when he finds time, amateur painting and sketching.

YEAR AFTER YEAR
EXPERIENCE HAS PROVED*

# GOOD MUSIC IS GOOD BUSINESS



Audiences larger per dollar than any station in Southern California

* Your Los Angeles Market coverage is incomplete without KFAC

THE MUSIC STATION FOR SOUTHERN CALIFORNIA
1330 ON YOUR RADIO DIAL – 104.3 F.M.
PRUDENTIAL SQUARE · LOS ANGELES, CALIFORNIA

REPRESENTED NATIONALLY BY THE BOLLING COMPANY

*She Pictures Today's Woman for Mid-America*

# on KCMO Radio and TV

Here's the perfect likeness of the active, well-informed women who plan **and buy** for Mid-America households—Anne Hayes, KCMO's Director of Women's Activities. Wife, mother, clubwoman, journalist, and star of "Today's Woman" with Anne Hayes, she brings the women's world into sharp focus on radio **and** TV. "Today's Woman," with 12 years of **success** on radio, is already building area-wide acceptance on KCMO-TV Channel 5 in Kansas City. Right now, you can pick a few participations . . . radio **and** TV.

On TV, Anne prepares food in KCMO-TV's complete electric kitchen, interviews outstanding personalities, puts the best in homemaking "on camera." Her radio format—tested and refined over 12 years — involves women's news, recipes, personalities, and a merchandising plan featuring recordings made at prominent Mid-America women's clubs.

**Today's Woman on KCMO-Radio . . .**
**11:30 'til 12 Noon**
**Monday through Friday**

**KCMO-Television . . .**
**2:30 to 3:00 P. M.**
**Monday through Friday**

**KCMO** Radio - 810 Kc.
TV - Channel 5
KANSAS CITY

*It's good to know "It's a Meredith Station"*

BROADCASTING TELECASTING

December 28, 1953 Vol. 45, No. 26

# TOP AGENCY RADIO-TV BILLINGS UP 25% IN '53

**For the second year BBDO and Young & Rubicam were the heaviest spenders in broadcast media among leading advertising agencies, according to annual survey by B•T's agency editor, Florence Small. Thirty-two leaders spent $191.4 million in radio and $372.2 million in tv for a grand total of $563.6 million.**

RADIO-TV billing among the top 32 agencies in the country increased approximately 25% in 1953 with BBDO and Young & Rubicam leading the B•T survey list again with an annual expenditure of $49.5 million and $49 million, respectively, in the combined broadcast media. Total am-tv estimated billing of the 32 leading agencies came to $563.6 million compared to $451.9 million for the 30 leaders in 1952.

Radio's share of the 1953 agency billing totalled $191.4 million, $9 million more than recorded in 1952 when 30 agencies checked in with a total of $182.4 million.

Television meanwhile rose this year to $372.2 million from 1952's tally of $269.5 million, a dollar gain of more than $102 million and a percentage increase of about 38%.

Young & Rubicam, as in 1952, was second to BBDO in combined radio-tv outlay this year with billings of $49 million, while J. Walter Thompson took over third place, spending $35 million in am and tv in 1953.

BBDO was first in expenditures for television alone, its tv billing in 1953 totalling $35 million, with Y & R a close second in tv billing with $34 million.

In radio, Dancer-Fitzgerald-Sample was again the leader with a 1953 disbursement of $18 million in that category.

The seven remaining agencies constituting this year's Big Ten in combined am-tv billing were: Benton & Bowles, $32 million; Biow Co., $32 million; William Esty, $29 million; Dancer-Fitzgerald-Sample, $27 million; McCann-Erickson, $25.5 million; Ted Bates & Co., $24 million, and Leo Burnett Co., $24 million.

The figures in all cases in this survey include expenditures for time and talent in both network and spot. The list embraces all agencies billing $6 million or more in radio and television during 1953 and the estimate in each instance is based on information received directly from responsible officials of the agency involved.

A survey of the 1953 record of each of the 32 agencies in the survey follows.

**BATTEN, BARTON, DURSTINE & OSBORN:** Radio-tv billing, $49.5 million; $14.5 million in radio, $35 million in tv. Radio-tv share of agency's overall billing, 40%.

BBDO, first in combined radio and television billing, increased its front-ranking 1952 total by $9.5 million. Accounting for the gain were the following new television shows sponsored by these advertisers: *The George Jessel Show* on ABC-TV for Gemex; American Tobacco Co.'s *Make Room for Daddy* on ABC-TV, and *Private Secretary*, on CBS-TV; Crosley Corp.'s *Your Hit Parade* on NBC-TV; Vitamin Corp. of America's *Paul Dixon Show* on DuMont, Chrysler Div.'s *Chrysler Medallion Theatre* on ABC-TV; General Electric's *Jane Froman Show*, and U. S. Steel's *U. S. Steel Theatre*, both on ABC-TV; Lever Bros.' *Houseparty* and duPont's *Cavalcade of America*, also on ABC-TV. During the year the agency dropped *Keep Posted* on DuMont for *Saturday Evening Post* as well as American Tobacco's *Biff Baker* on CBS-TV, and Gemex's participation on the *Stork Club* on CBS-TV.

In radio, General Electric took on Bing Crosby on CBS; Lanolin signed to sponsor Edgar Bergen, also on CBS; American Tobacco bought *American Way* on CBS; Lever Brothers purchased *Houseparty* on CBS; and Vitamin Corp. of America sponsored Gabriel Heatter on Mutual. Losses in radio included the following: Armstrong dropped its *Theatre of To-*

## HOW THEY RANKED IN '53

| Agency | Comparative Rank 1953 | 1952 | Am-Tv Billing (In Millions) 1953 | 1952 | Radio Only (In Millions) 1953 | 1952 | Tv Only (In Millions) 1953 | 1952 | Am-Tv Share Of Overall Billings 1953 | 1952 |
|---|---|---|---|---|---|---|---|---|---|---|
| BBDO | 1 | 1 | $ 49.5 | $ 40 | $ 14.5 | $ 13.5 | $ 35 | $ 26.5 | 40% | 40% |
| Young & Rubicam | 2 | 2 | 49 | 36 | 15 | 12 | 34 | 24 | 35% | 35% |
| J. W. Thompson Co. | 3 | 6 | 35 | 27 | 13.5 | 13.5 | 21.5 | 13.5 | 24% | 24% |
| Benton & Bowles | 4 | 3 | 32 | 30 | 11.8 | 10.5 | 20.2 | 19.5 | 60% | 60% |
| Biow Co. | 5 | 4 | 32 | 30 | 8 | 10.5 | 24 | 19.5 | 60% | 50% |
| William Esty & Co. | 6 | 5 | 29 | 28 | 8 | 10 | 21 | 18 | 50% | 50% |
| Dancer-Fitzgerald-Sample | 7 | 7 | 27 | 26 | 18 | 17.5 | 9 | 8.5 | 55% | 55% |
| McCann-Erickson | 8 | 8 | 25.5 | 25 | 8 | 8.7 | 17.5 | 16.3 | 40% | 40% |
| Ted Bates & Co. | 9 | 12 | 24 | 15 | 6 | 6 | 18 | 9 | 60% | 50% |
| Leo Burnett Co. | 10 | 10 | 24 | 18 | 7.2 | 9 | 16.8 | 9 | 50% | 50% |
| Foote, Cone & Belding | 11 | 9 | 18 | 20 | 8 | 10 | 10 | 10 | 30% | 30% |
| Lennen & Newell | 12 | 11 | 18 | 15 | 4 | 3 | 14 | 12 | 55% | 50% |
| Kenyon & Eckhardt | 13 | 13 | 15.2 | 14.5 | 5.6 | 5.5 | 9.6 | 9 | 28% | 27% |
| Kudner Agency | 14 | | 15 | 15 | 4.8 | 4.8 | 10.2 | 10.2 | 35% | 35% |
| Cunningham & Walsh | 15 | 17 | 14 | 10 | 4 | 4 | 10 | 6 | 33% | 33% |
| Maxon Inc. | 16 | 15 | 14 | 11 | 4.2 | 4.4 | 9.8 | 6.6 | 40% | 40% |
| N. W. Ayer & Son | 17 | 14 | 13.4 | 12 | 6.5 | 6 | 6.9 | 6 | 14% | 14% |
| Sullivan, Stauffer, Colwell & Bayles | 18 | 16 | 13 | 10 | 3 | 4 | 10 | 6 | 50% | 50% |
| Compton Adv. | 19 | 20 | 12.5 | 8 | 5 | 4.5 | 7.5 | 3.5 | 30% | 26% |
| Needham, Louis & Brorby | 20 | 18 | 11 | 8 | 4.5 | 3 | 6.5 | 5 | 45% | 40% |
| Sherman & Marquette | 21 | 21 | 11 | 7.5 | 3.5 | 2.5 | 7.5 | 5 | 50% | 50% |
| Geoffrey Wade (Not listed in 1952.) | 22 | | 10 | | 6.5 | | 3.5 | | 90% | |
| Ruthrauff & Ryan | 23 | 22 | 10 | 7.5 | 5 | 3.2 | 5 | 4.3 | 23% | 25% |
| Cecil & Presbrey | 24 | 19 | 9.5 | 8 | 1.5 | 3.6 | 8 | 4.4 | 50% | 50% |
| Campbell-Ewald | 25 | 23 | 8.5 | 7 | 1.8 | 1.8 | 6.7 | 5.2 | 25% | 25% |
| Warwick & Legler | 26 | 25 | 7 | 7 | 1.5 | 3 | 5.5 | 4 | 50% | 50% |
| D'Arcy Adv. | 27 | 24 | 6.5 | 7 | 2.5 | 3.5 | 4 | 3.5 | 25% | 25% |
| Doherty, Clifford, Steers & Shenfield (Not listed in 1952.) | 28 | | 6 | | 1.5 | | 4.5 | | 55% | |
| Fuller & Smith & Ross | 29 | 30 | 6 | 3.4 | 1.5 | 0.9 | 4.5 | 2.5 | 15% | 15% |
| MacManus, John & Adams (Not listed in 1952.) | 30 | | 6 | | 2 | | 4 | | 33% | |
| Ward Wheelock Co. | 31 | 26 | 6 | 6 | 2.5 | 3.5 | 3.5 | 2.5 | 55% | 50% |
| Weiss & Geller (Not listed in 1952.) | 32 | | 6 | | 2 | | 4 | | 50% | |
| TOTALS | | | $563.6 | $451.9 | $191.4 | $182.4 | $372.2 | $269.5 | | |

*day* on CBS; Wildroot cancelled three Mutual network shows and put the money into radio and tv spots, U. S. Steel dropped *Theatre Guild* on NBC and duPont cancelled *Cavalcade of America.*

**YOUNG & RUBICAM:** Radio-tv billing, $49 million: $15 million in radio, $34 million in tv. Radio-tv share of agency's overall billing, 35%.

Y&R ran a very close second for top combined billing, a mere half a million dollars below first place, and a million below in television. It achieved the most spectacular gain of the year percentagewise, adding $13 million over last year's figure, jumping three million in radio and ten million in television. It was the proud claim of the agency that almost all of its major accounts are represented on tv. Among the new programs placed by the agency during the year in television were: *My Favorite Husband* on CBS-TV, sponsored by International Silver and the Simmons Co.; *Jamie* on ABC-TV, sponsored by Duffy-Mott Co., and *Meet Mr. McNutley* alternately on CBS-TV for General Foods. Among the programs continued from the year before were Johnson & Johnson's *All Star Revue* on NBC-TV; General Foods' *Bob Hope Show* on NBC-TV; Singer Sewing Machine's *Four Star Playhouse* on CBS-TV; T. J. Lipton's *Godfrey's Talent Scouts* on CBS-TV; General Electric's *I Married Joan* on NBC-TV; Gulf Oil's *Life of Riley* on NBC-TV; General Foods' *Our Miss Brooks* on CBS-TV; Procter & Gamble's *Paul Winchell Show* on NBC-TV and Goodyear Tire & Rubber's *Television Playhouse* on NBC-TV.

**J. WALTER THOMPSON CO.:** Radio-tv billing, $35 million: $13.5 million in radio, $21.5 million in tv. Radio-tv share of agency's overall billing, 24%.

This agency, with an $8 million rise in billing over 1952, soared from sixth to third place in the survey. The gain is attributable in large part to the increased television action of Kraft Foods and Scott Paper Co. Kraft doubled its television budget during the year, sponsoring another and separate *Tv Theatre* on ABC-TV while maintaining its original *Kraft Theatre Show* on NBC-TV. Scott Paper Co. now sponsors part of *Omnibus* on CBS-TV, and *My Little Margie* and *Ding Dong School* on NBC-TV. Pan American Airlines began sponsoring *Meet The Press* on NBC-TV during 1953, while the agency's other advertisers remained largely steadfast in their radio and television commitments. The agency suffered no loss of accounts in 1953.

**BENTON & BOWLES:** Radio-tv billing, $32 million: $11.8 million in radio, $20.2 million in tv. Radio-tv share of agency's overall billing, 60%.

B&B rang up a $2 million gain over 1952. Among the new tv programs placed during the year were *A Letter From Loretta* and *On Your Account*, both for P&G's Tide. Procter & Gamble also expanded *Welcome Travelers* on NBC Radio. Benson & Hedges began sponsorship of *Pantomime Quiz* on tv, and General Foods continued with its *Red Buttons* show. The agency also placed heavy spot campaigns during the year for, among others, Best Foods, General Foods and Procter & Gamble. Effective Feb. 1, Best Foods will move to Dancer-Fitzgerald-Sample.

**BIOW CO.:** Radio-tv billing, $32 million: $8 million in radio, $24 million in tv. Radio-tv share of agency's overall billing, 60%.

Biow registered a $2 million gain in 1953, having placed two new network shows in television: Philip Morris cigarettes sponsored the recent Ezio Pinza program, *I, Bonimo*, on NBC-TV for a portion of the year, and Dunhill cigarettes underwrote a half-hour on NBC-TV for 39 weeks. Effective Jan. 1 the agency will lose the Dunhill account to Hewitt, Ogilvy, Benson & Mather. Philip Morris continued its sponsorship of *I Love Lucy* on CBS-TV, and Bulova figured importantly with massive radio and tv spot campaigns. The agency lost two other accounts during the year: P&G's Lava soap and Gunther beer. It continues to service four other P&G products on a spot basis: Spic and Span, Lilt, Joy and Fluffo.

**WILLIAM ESTY:** Radio-tv billing, $29 million: $8 million in radio, $21 million in tv. Radio-tv share of agency's overall billing, 50%.

The overall billing here is up $1 million over 1952. Camels added *Topper* on CBS-TV, Cavalier underwrote *I've Got a Secret* on CBS-TV, General Mills bought a new cartoon strip on CBS-TV, and Coca-Cola Bottlers of New

**FILM SERIES of *Art Linkletter and the Kids*, to be sponsored on television in 16 major cities on a spot basis starting in mid-January by General Baking Co. (Bond Bread) is agreed upon by Art Linkletter (l) and George L. Morrison, president, General Baking Co. Agency: BBDO.**

York returned to sponsor *Sense and Nonsense* on NBC-TV. Camels continued with its before-and-after-baseball schedule on radio and tv, its tv news coverage with John Cameron Swayze and the television program *Man Against Crime*. The cigarette firm dropped *My Friend Irma* and Bob Hawk in radio but continued to underwrite these radio shows: *Phrase that Pays, Walk a Mile, Camel Caravan*, and *Grand Ole Opry*. Colgate-Palmolive Co. continues to sponsor *Lorenzo Jones* and *Strike It Rich* on NBC Radio.

**DANCER-FITZGERALD-SAMPLE:** Radio-tv billing, $27 million: $18 million in radio, $9 million in tv. Radio-tv share of agency's overall billing, 55%.

D-F-S, first in radio and seventh in combined radio-tv billing this year, exceeded its 1952 total by $1 million, mainly as a result of its acquisition of the Bab-O account and the remainder of the American Chicle budget. These more than offset the agency's loss of a portion of its General Mills business to BBDO during the year. Bab-O is a particularly heavy spot advertiser in both radio and tv, and American Chicle sponsors *Rocky King* on DuMont. Moreover, the agency acquired two new accounts as the year drew to an end, both of which will influence greatly the firm's billing in 1954. The new additions are Best Foods, formerly handled by Benton & Bowles, and Peter Paul Inc., serviced previously by Maxon Inc.

**McCANN-ERICKSON:** Radio-tv billing, $25.5 million: $8 million in radio, $17.5 million in tv. Radio-tv share of agency's overall billing, 40%.

Total radio-tv billing increased a half million over 1952. Lever Brothers broke its national campaign for Shadow Wave and increased its expenditures for Pepsodent. The products are represented on the Godfrey morning simulcast on CBS-AM-TV and on *Big Town* in radio. The Chesebrough Mfg. Co. was added by the agency to *Your Show of Shows* while 20 Mule Team Borax continues with *Death Valley Days* on television, regionally. Westinghouse carries on with its sponsorship of *Studio One* on CBS-TV.

**TED BATES:** Radio-tv billings, $24 million: $6 million in radio, $18 million in tv. Radio-tv share of agency's overall billing, 60%.

The agency added $9 million over last year's figure and doubled its television expenditure of 1952. These were the new shows added in 1953: *Colgate Comedy Hour* on NBC-TV for Colgate-Palmolive Co.; *My Friend Irma* on CBS-TV for Brown & Williamson Tobacco Co., and *Orchid Award* on ABC-TV for the same cigarette sponsor; Continental Bakery's *Make Up Your Mind* on CBS-TV and, for Colgate again, *Our Miss Brooks* on CBS-TV. In addition, the agency spends a formidable sum of spot money for Colgate, Carter Products, Standard Brands, and Anahist Co., among others.

**LEO BURNETT CO:** Radio-tv billing, $24 million: $7.2 million in radio billing, $16.8 million in tv. Radio-tv share of agency's overall billing, 50%.

Leo Burnett increased its radio-tv billing $6 million over 1952, adding the Toni Co. and the Kellogg Co. to its roster of accounts. For Toni the agency now handles *Place the Face* and *Valiant Lady* on CBS-TV, *Whispering Streets* and *Wizard of Odds* on ABC Radio, and *Family Skeleton* on CBS Radio. The Kellogg Co. sponsors a portion of *Howdy Doody* on NBC-TV; *Wild Bill Hickok* on a regional basis, *Arthur Godfrey Show* (morning) on CBS and *Superman* on NBC-TV. In addition, the agency represents Pillsbury on the Godfrey morning show and on the Art Linkletter daily program; Mars Inc. and Kellogg continue to sponsor *Super Circus* on ABC-TV while Converted Rice and Hoover Vacuum are participating on the Garry Moore CBS-TV show.

**FOOTE, CONE & BELDING:** Radio-tv billing, $18 million: $8 million in radio, $10 million in tv. Radio-tv share of agency's overall billing, 30%.

FC&B dropped off approximately $2 million during 1953 in combined radio and tv billing, mainly as a result of its resignation of the Toni account. The agency did, however, gain two new accounts during the year: part of the Johnson's Wax business and the Paper-Mate account. Rheingold continues its spot radio and tv coverage and Hall Brothers Inc. is still underwriting its NBC-TV show.

**LENNEN & NEWELL:** Radio-tv billing, $18 million: $4 million in radio, $14 million in tv. Radio-tv share of agency's overall billing, 55%.

L&N gained three million dollars over its 1952 billing. Accounting chiefly for the rise was the radio-tv expansion of P. Lorillard & Co. with two new shows, *Judge for Yourself*, starring Fred Allen on NBC-TV, and *Two for the Money* on CBS-TV. Also, Schlitz Brewing expanded its network dramatic show, *Schlitz Playhouse*, on CBS-TV, and Tidewater added some stations to its list. P. Lorillard continued to sponsor *Chance of a Lifetime* on DuMont.

**KENYON & ECKHARDT:** Radio-tv billing, $15.2 million: $5.6 million in radio, $9.6 million in tv. Radio-tv share of agency's overall billing, 28%.

Radio and tv billing at K&E was up $700,000

over 1952. The agency gained one tv account during the year, Welch Grape Juice Co., which sponsors a portion of *Howdy Doody* on NBC-TV. In addition it expanded the number of stations carrying its *Toast of the Town* show for Lincoln-Mercury on CBS-TV. The agency also participated during the year in the historic Ford Anniversary show which ran on two networks for two hours. Lincoln-Mercury, Amazo, Pepperidge Farms and Spool Cotton are among the agency's principal radio and television spot advertisers.

**KUDNER AGENCY:** Radio-tv billing, $15 million: $4.8 million in radio, $10.2 million in tv. Radio-tv share of agency's overall billing, 35%.

Kudner's radio-tv figures remained substantially the same as in 1952. The agency continued to handle the Buick and Texaco accounts—the latter underwrote the *Milton Berle Show* on NBC-TV until summer and the former took over in the fall—and still services Texaco's *Metropolitan Opera* broadcasts on ABC Radio. General Motors continues to sponsor *Henry J. Taylor News* on Mutual.

**CUNNINGHAM & WALSH:** Radio-tv billing, $14 million: $4 million in radio, $10 million in tv. Radio-tv share of agency's overall budget, 33%.

Chesterfield increased its budget this year, accounting in good part for the $4 million advance of this agency over the 1952 tally. In addition to the huge Chesterfield schedule the agency handles spot activity in radio and television for such advertisers as Sunshine Biscuit, Northwest Airlines, Pan American coffee, Squibb Co., Narragansett beer, Diamond hosiery, and McCall's patterns.

**MAXON INC:** Radio-tv billing, $14 million: $4.2 million in radio, $9.8 million in tv. Radio-tv share of agency's overall billing, 40%.

In 1953 Maxon recorded an increase of over $3 million in television. For General Electric it added alternate sponsorship of *Meet Mr. McNutley* on CBS-TV, while Hot Point continued with its *Ozzie and Harriet* show on ABC-TV, and Gillette proceeded with its heavy radio and tv sports schedule including sponsorship of the World Series, the fights, the Rose Bowl game, and All Star and Orange Bowl games. Peter Paul (Mounds), which figured importantly with its newscasts for the greater part of 1953, was lost by the agency in November. The account has moved to D-F-S.

**N. W. AYER & SON:** Radio-tv billing, $13.4 million: $6.5 million in radio, $6.9 million in tv. Radio-tv share of agency's overall billing, 14%.

Ayer's billing in 1953 was up almost $1.5 million over last year with most of the increase going into spot radio and television. The agency continued to place, for Electric Light & Power Co., *Meet Corliss Archer* on ABC Radio and *You Are There* on CBS-TV. Lever Bros. continues with *Houseparty* on CBS-AM-TV; Bell Telephone Co. remains with the *Telephone Hour* on NBC Radio, and Atlantic Refining maintains its annual football telecasts on DuMont and on a regional basis.

**SULLIVAN, STAUFFER, COLWELL & BAYLES:** Radio-tv billing, $13 million: $3 million in radio, $10 million in tv. Radio-tv share of agency's overall billing, 50%.

Radio-tv billing at SSC&B was up $3 million over 1952. American Cigar & Cigarette Co. began sponsoring *Where's Raymond* on ABC-TV, Speidel Corp. started alternate-week sponsorship of *Make Room for Daddy* on ABC-TV, and Carter Products took on *Place The Face* on CBS-TV. Meanwhile American Cigar & Cigarette Co. continued to sponsor *Big Story* on NBC-TV and NBC Radio, and *Doug Edwards and the News* on CBS-TV. Carter Products retained *City Hospital* on CBS-TV and *Down You Go* on DuMont.

**COMPTON ADV.:** Radio-tv billing, $12.5 million: $5 million in radio, $7.5 million in tv. Radio-tv share of overall billing, 30%.

Compton increased its radio-tv billing $4.5 million over 1952, principally as a result of a vast spot outlay for such accounts as Procter & Gamble, Standard Brands, and Goodyear Tire & Rubber Co. In addition P & G continued sponsorship of *Fireside Theatre* on NBC-TV and *Guiding Light* on CBS-TV. In radio P & G continues to underwrite four daytime serials: *Guiding Light* on CBS Radio, *Right to Happiness* on NBC, *Road of Life* on both CBS and NBC, and *Young Dr. Malone* on CBS. In 1953 Compton placed an expanded spot campaign for Gleem, a P & G product.

**NEEDHAM, LOUIS & BRORBY:** Radio-tv billing, $11 million: $4.5 million in radio, $6.5 million in tv. Radio-tv share of agency's overall billing, 45%.

The agency hiked its radio-tv billing $3 million over last year, a $1.5 million rise in radio and a similar increase in television. In television S. C. Johnson & Son added sponsorship of *Life With Father* on CBS-TV while continuing with alternate-week sponsorship of *Robert Montgomery Presents* on NBC-TV, *Saturday Night Fights* on ABC-TV, and *Name's The Same* on ABC-TV. The agency also handled some Kraft participations on *Kraft Tv Theatre* on NBC-TV, plus Quaker Oats sponsorship of *Zoo Parade* and Derby Foods on *Sky King*, both on ABC-TV. In radio, Derby Foods sponsors *Sky King* on MBS, Kraft Foods underwrites *The Great Gildersleeve* on NBC, and S. C. Johnson & Son and State Farm Mutual combine to sponsor *Cecil Brown Newscasts* on Mutual.

**SHERMAN & MARQUETTE:** Radio-tv billing, $11 million: $3.5 million in radio, $7.5 million in tv. Radio-tv share of agency's overall billing, 50%.

Sherman & Marquette finished the year with a $4 million increase over its 1952 radio-tv billing. The rise is due mainly to acquisition of a larger share of the Colgate business. In 1953 the agency began placing, for Colgate, *The Comedy Hour* on NBC-TV and *Mr. & Mrs. North* on CBS-TV. It continued to service *Strike It Rich* on CBS-TV for the same sponsor. Additionally, S & M expanded proportionally its spot placements for Colgate. Also, for Nestle's Chocolate, the agency bought into a portion of the *Jackie Gleason Show* on CBS-TV. Quaker Oats sponsored continuously the *Gabby Hayes Show* until Dec. 3, 1953.

**GEOFFREY WADE ADV.:** Radio-tv billing, $10 million: $6.5 million in radio, $3.5 million in tv. Radio-tv share of agency's overall billing, 90%.

Traditionally strong in radio, Wade found 1953 no exception in that respect. The agency services the following radio programs for Miles Labs: *Curt Massey Time* on CBS Radio and Mutual; *Hilltop House* on CBS Radio; *News of the World*, *One Man's Family*, and *Break the Bank* on NBC. In television, Miles Labs spends its budget in a large spot announcement campaign for Alka-Seltzer.

**RUTHRAUFF & RYAN:** Radio-tv billing, $10 million: $5 million in radio, $5 million in tv. Radio-tv share of agency's overall billing, 23%.

Following a staggering loss of accounts at the end of 1952, R & R began this past year to pick up steam and clients. It acquired the Sun Oil account, which sponsors *Three Star Extra* on NBC Radio; Glamorene, which is represented on NBC-TV's *Today*, as well as Bosco, Clearsil and Scratch X, the latter three spot advertisers. Moreover, the firm enlisted Frostee for a part sponsorship of the *Arthur Godfrey Show* and for five months handled the *Arthur Murray Show* on DuMont. On Dec. 1 Motorola undertook alternate sponsorship with U. S. Steel of a dramatic show on ABC-TV. Wrigley Co. continues its sponsorship of the *Gene Autry Show* on CBS-TV. Effective Jan. 1, R & R will lose Blue Coal, a spot advertiser, to SSC&B and the recently-gained Glamorene account to Hicks & Greist.

**BORDEN'S Instant Coffee is sponsoring, effective Dec. 23, a segment of *The Kate Smith Hour* (Wednesdays, 3:30-3:45 p.m. EST) over 50 NBC-TV network stations. On hand to prepare the initial telecast are (l to r) Ben Potter, product manager, Borden's Instant Coffee; Ted Collins: Kate Smith; Willis H. Gurley, president, Borden Food Products Co., and Donald K. Clifford, president, Doherty, Clifford, Steers & Shenfield Inc., agency.**

**CECIL & PRESBREY:** Radio-tv billing, $9.5 million: $1.5 million in radio, $8 million in tv. Radio-tv share of agency's overall billing, 50%.

Cecil & Presbrey vaulted a million and a half over its 1952 mark. Benrus Watch Co. began a participation on *Your Show of Shows* on NBC-TV and underwrote a heavy tv spot campaign. Block Drug Co. took over sponsorship of *Gabriel Heatter* on MBS. Electric-Auto-Lite continued with its sponsorship of *Suspense* on CBS-AM-TV, and Sylvania Electric carried on with its *Beat the Clock* program on CBS-TV. Block Drug Co. held to its two network tv programs, *Danger* on CBS-TV and *Name That Tune* on NBC-TV.

**CAMPBELL-EWALD CO.:** Radio-tv billing, $8.5 million: $1.8 million in radio, $6.7 million in television. Radio-tv share of

agency's overall billing, 25%.

Campbell-Ewald increased its billing approximately a million and a half over 1952. The agency placed the new Chevrolet Dealers' *Chevrolet Showcase* on ABC-TV, and presided over Chevrolet's expanded spot budget in both radio and television. Chevrolet Dealers continued sponsorship of *Chevrolet News* on ABC Radio and the *Dinah Shore Show* on NBC Radio and NBC-TV.

**WARWICK & LEGLER:** Radio-tv billing, $7 million: $1.5 million in radio, $5.5 million in tv. Radio-tv share of agency's overall billing, 50%.

The agency held firm this year to its overall pace in 1952. For ExLax Inc., the firm placed *Leave It to the Girls* on DuMont, and bought into a portion of *Plainclothesman,* also on DuMont, for Larus & Bros. Co. Hoffman Beverages continued to sponsor *Children's Hour* on NBC-TV, and R. J. Caruso, Chrysler-Plymouth dealer in Los Angeles, carried on a television campaign. Pabst Blue Ribbon continued, as before, to sponsor the fights on radio and tv as well as carry on a radio spot campaign.

**D'ARCY ADV.:** Radio-tv billing, $6.5 million: $2.5 million in radio, $4 million in tv. Radio-tv share of agency's overall billing, 25%.

This agency dropped perhaps a half-million dollars from its 1952 figure. Still it was an active year for D'Arcy. The agency placed the *Eddie Fisher* series on NBC-TV for Coca-Cola, continued with Gerber Products' and James Lees & Sons' participations on the *Kate Smith Show* on NBC-TV, and bought *Tom Corbett* on DuMont for International Shoe Co. In radio Budweiser Brewing sponsored the *Bill Stern Show* on ABC Radio.

**DOHERTY, CLIFFORD, STEERS & SHENFIELD:** Radio-tv billing, $6 million: $1.5 million in radio, $4.5 million in tv. Radio-tv share of agency's overall billing, 55%.

Bordens and Bristol-Myers raised this agency to its position of importance this year. Bristol-Myers began sponsorship of *Man Behind the Badge* on CBS-TV, and Bordens' undertook *Treasury Men In Action* on NBC-TV, finally dropping the program toward the end of the year. Bristol-Myers participated also on the *Jackie Gleason Show* on CBS-TV and *Show of Shows* on NBC-TV. The agency also places spot campaigns for Bordens and Bristol-Myers products. Until September 1953, it handled the Welch Grape Juice Co.'s representation on the *Howdy Doody Show,* the account moving to Kenyon & Eckhardt at the start of the fall season.

**FULLER & SMITH & ROSS:** Radio-tv billing, $6 million: $1.5 radio, $4.5 million in tv. Radio-tv share of agency's overall billing, 15%.

This agency virtually doubled its billing in television during 1953. Super-Kem-Tone took over co-sponsorship of the *Ray Bolger Show* on ABC-TV and Commercial Solvents bought Red Barber on CBS-TV. Aluminum Co. of America continued its sponsorship of *See It Now* on CBS-TV and Fiberglass bought a portion of the Godfrey morning show on CBS Radio and CBS-TV. During the season the agency lost the Westinghouse sponsorship of *Freedom Rings.*

**MACMANUS, JOHN & ADAMS:** Radio-tv billing, $6 million: $2 million in radio, $4 million in tv. Radio-tv share of agency's overall billing, 33%.

MacManus, John & Adams is another among the few major agencies which have more than doubled in billing in 1953. The agency achieved its leap onto the survey list by placing two network shows during the year for the Pontiac division of General Motors: the *Dave Garroway* program on NBC-TV, and the *Football Scoreboard* on NBC-TV. In addition, the agency spotted Dow Chemical Co. on three network participating shows.

**WARD WHEELOCK CO.:** Radio-tv billing, $6 million: $2.5 million in radio, $3.5 million in tv. Radio-tv share of agency's overall billing, 55%.

The agency's combined billing remained the same in 1953 as in 1952 but there was an internal shift of a million dollars from its radio to its television budget. Campbell Soup, the agency's major radio-tv account, continued to sponsor two network shows in television, *Campbell Sound Stage* on NBC-TV and *Double or Nothing* on CBS-TV, and one show in radio, *Double or Nothing* on ABC.

**WEISS & GELLER:** Radio-tv billing, $6 million: $2 million in radio, $4 million in tv. Radio-tv share of agency's overall billing, 50%.

Weiss & Geller, too, has more than doubled its radio-tv billing in 1953 with the acquisition of the Toni account, which sponsors *Godfrey and His Friends* on CBS-TV, the Godfrey simulcast on the same network and *Nora Drake* on CBS Radio. Additionally, the agency in 1953 bought *Dollar a Second* on DuMont for Mogen David Wine and *Come Back* on ABC-TV for Sealy Mattress.



# WHITE TAKES POST AS BOARD CHAIRMAN OF McCANN-ERICKSON INTERNATIONAL

## Former NBC President Frank White named board chairman of McCann-Erickson subsidiary handling 17 overseas offices from New York. George Giese is appointed president.

FRANK WHITE, former president of NBC and before that head of Mutual, last week was named board chairman of McCann-Erickson Corp. (International), a subsidiary which operates the McCann-Erickson agency's 17 offices overseas.

The former network executive, one of broadcasting's best known figures, resigned the NBC presidency last summer upon his physician's advice that he needed "a long and complete rest" and should give up the heavy duties of the NBC post [B•T, Aug. 3, Sept. 7]. More recently, his name was prominent among those mentioned as possible successors to William B. Ryan, who leaves the BAB presidency Jan. 1.

Mr. White's appointment as board chairman of McCann-Erickson International was announced last Wednesday by Marion Harper Jr., president of McCann-Erickson Inc.

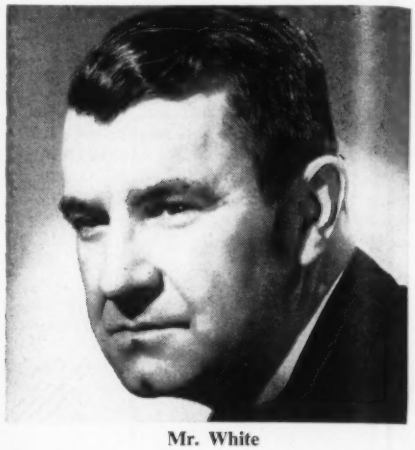
### Giese Named President

Mr. Harper also announced that George Giese, vice president and director of the agency's international division, had been named president of McCann-Erickson International coincident with the White appointment.

The new posts of Messrs. White and Giese were created as part of a program to put additional attention on McCann-Erickson's growing operations overseas, it was understood. Headquarters will be in New York.

Mr. White, who served as NBC president from last Jan. 1 to Aug. 4, had joined NBC in the summer of 1952 after three years as president of Mutual. Previously, he had served successively with the accounting firm of Lybrand, Ross Bros. & Montgomery; Union News Co. as assistant to the president; Literary Guild of America as treasurer; Stage Pub. Co., also as treasurer; CBS as treasurer and vice president (1937-47) and then as president of CBS-Columbia Records Inc. (1947-49).

Mr. Giese joined McCann-Erickson in 1944



**Mr. White**

after service as an account executive with Ward Wheelock Co., Philadelphia. He is a vice president of McCann-Erickson Inc., the parent company, and a member of the board of directors. Last May Mr. Giese was elected president of the Export Advertising Assn.

# Belfield Heads L & G; McClave, Douglas Promoted

JOHN C. BELFIELD has been elected president and John A. E. McClave executive vice president-treasurer of Lewis & Gilman Inc., Philadelphia advertising agency, it was announced by Paul L. Lewis, chairman of the board. Charles G. Douglas has been elected a vice president of the advertising firm.

Mr. Belfield succeeds Wesley A. Gilman, one of the agency's founders, who died Dec. 5. Formerly a vice president of the company, Mr. Belfield joined Lewis & Gilman as an account executive in 1945, after years of experience in the advertising field.

Mr. McClave, formerly vice president and treasurer, has been with Lewis & Gilman since

**Mr. McClave**

**Mr. Belfield**

1944. Previously he had been in advertising agency work for 10 years.

Mr. Douglas joined Lewis & Gilman in 1949 and has been employed as an account executive on some of the agency's principal accounts. He was formerly with Central Penn National Bank of Philadelphia.

## Hotpoint Boosts Ad Budget

HOTPOINT Inc., Chicago, plans to increase its advertising and promotion budgets in 1954, President John C. Sharp said last Monday. He spoke at a reception and dinner for news representatives at the Drake Hotel. Radio-tv allocations will be the same or higher than this year, Gordon Hurt, Hotpoint advertising manager, said later, noting that budget plans have not been completed.

As in the past, dealers will be provided with promotion aids to supplement the firm's alternate sponsorship of *Ozzie and Harriet* on ABC-TV and ABC Radio. Company alternates with Lambert Pharmacal Co. on Friday evenings.

## Hopkins to CBS-Columbia

DAVID J. HOPKINS has been appointed director of sales for CBS-Columbia, radio and tv manufacturing division of CBS, it was announced last week by Harry Schecter, vice president in charge of sales. The appointment takes effect Jan. 4. Mr. Hopkins resigned as director of sales and advertising for Emerson Radio & Phonograph Corp., New York, where he had been nine years, to accept his new post.

### NEW BUSINESS

**General Motors Corp.**, Detroit (Buick cars), to sponsor Jan. 3 program of *American Music Hall* (ABC Radio, Sun., 8:30-9 p.m. EST) and Jan. 4 and Jan. 6 broadcasts of *Mike Malloy* (ABC Radio, Mon.-Fri., 8:45-9 p.m. EST). Agency: Kudner, N. Y.

**Swift & Co.**, Chicago, to sponsor three-hour telecast of Tournament of Roses Parade on KHJ-TV Hollywood, Jan. 1, starting at 8:30 a.m. PST. Agency: J. Walter Thompson Co., Chicago.

**United States Envelope Co.**, Springfield, Mass., has purchased six participations under NBC-TV's divided-segment plan on *The Kate Smith Hour* (NBC-TV, Mon.-Fri., 3-4 p.m. EST), specifying seven and a half minutes of the alternate Wednesday, 3:15-3:30 p.m. spot, starting March 3. Agency: S. R. Leon Co., N. Y. **Ludens Inc.**, Reading, has extended contract on same show under plan for seven participations of seven and a half minutes each of Thursday, 3:15-3:30 p.m. segment, starting Jan. 14. Agency: J. M. Mathes, N. Y.

**General Motors Corp.**, Detroit (Buick Motor Div.), has purchased Jan. 7 program only of *Can You Top This?* (NBC Radio, Thurs., 10:15-10:30 p.m. EST), and one participation in *Weekend* on Jan. 3 (NBC Radio, Sun., 4-6 p.m. EST). Agency: Kudner Agency, N. Y.

### APPOINTMENTS

**American Safety Razor Corp.** (Gem Razors), appoints McCann-Erickson Inc., N. Y., effective Jan. 1.

**Niagara Mfg. & Dist. Co.**, Adamsville, Pa. (professional home massage units), appoints Olian & Bronner Inc., Chicago. Radio will be used.

**Zoomar Corp.** (studio Zoomar lens), names the Weston Co. as its advertising agency, effective immediately.

**Block Drug Co.**, Jersey City, N. J., names Emil Mogul Co., N. Y., to handle advertising of Minipoo Dry Shampoo, Alkaid Antacid Tablets and Poslam Ointment, effective Jan. 1.



# COLORSTATUS: IT'S HERE, BUT SETS IN '54 TO BE LIMITED

**Although the networks intend to air numerous telecasts during 1954, there won't be more than 100,000 color tv sets in the estimates of manufacturers. Other developments include the question of AT&T intercity connection charges and comments from government and the industry.**

COLOR television is here, but it won't be here for a couple of years.

That paradoxical statement sums up the status of color tv in the second week of its commercial authorization, based on reports from broadcasters, networks and manufacturers.

It's based on this: broadcasters and networks, while realizing there are no receivers in the hands of home viewers nevertheless are moving ahead to put polychrome signals on the air. NBC, and its affiliates, are leading—with the network planning to average two colorcasts a week during the coming year, after the first post-color week's three programs ("Amahl and the Night Visitors," Dec. 20; *Season's Greetings*, Dec. 22; *Dragnet*, Dec. 24).

Manufacturers, however, almost unanimously cautioned prudence. No consumer color tv receivers will be available until the middle of 1954, it was pointed out, and even then not more than 100,000 color receivers, at the most, were estimated for production in all of 1954. Manufacturers, however, were not idle; several companies began speeding color receivers to distributors and dealers to be on time for the Jan. 1 telecast of the Pasadena Tournament of Roses parade over the NBC network.

### Other Color Happenings

Other major developments in color tv last week were:

• Text of FCC's color report and order was published in the *Federal Register* Dec. 23. This made the official effective date for commercial compatible tv Jan. 22, the FCC announced. However, the day after the color decision was issued, the FCC authorized all stations to telecast color on the new standards without prior authority. It asked that it be notified in advance when a station begins color-casting.

• Answer to the question of what the AT&T was going to charge for color tv intercity connections was slightly ambiguous. Tariff for experimental color charges runs out Dec. 31 and no new rate schedule has been submitted to the FCC. It is believed that the telephone company may ask that the experimental rates be continued pending the submission of commercial charges. Since the effective date of the color order is not until Jan. 22, any colorcasts prior to that date are still under experimental authorizations. When AT&T submits its commercial tariff for color interconnections, the rates go into effect in 30 days, unless there are objections.

Under the experimental tariff, AT&T charges $450 per month for each station connection, in addition to the regular black-and-white rate of $500 per month for full-time service (eight consecutive hours daily). Rate per mile for color or black and white remains at $35. For occasional service, the experimental tariff is $250 per month for each station connection, in addition to the black-and-white rate of $200 per month. Hourly and mileage rate remain the same as for black and white: $10 per hour and $1 per hour per mile.

• First comment from Capitol Hill was from Sen. Edwin C. Johnson (D-Colo.), senior Democratic member of the Senate Interstate and Foreign Commerce Committee, who might claim credit for sparking color tv down the homestretch, when earlier this year he charged that "selfish interests" were conspiring to delay it. Sen. Johnson said, in answer to a B•T query: "I am very happy about it. I am looking forward to its early development." He said he looked at the decision as a victory for the American people.

• Widespread use of spot commercials in color on local tv stations was forecast by Joseph J. Weed, president, Weed Television. "There cannot be national color tv without local color tv," Mr. Weed stated in a message to client stations. The higher cost of color tv production, as compared to black and white will "help create many capsule programs—meaning spots—for local placement," he said.

"Color announcements and spots," Mr. Weed continued, "can be used on station breaks regardless of whether the adjacent network, syndicated or local shows are in color or black and white. Color thus will be prominently distributed over a local station's tv schedules as color ads are studded in proximity to black-and-white printing in magazines and newspaper supplements. And they'll stand out like gems."

• Brig. Gen. David Sarnoff, in a yearend RCA statement (see separate story on page 64), announced that 26 NBC-TV affiliates in 19 cities were ready to broadcast the Tournament of Roses parade from Pasadena, Calif., New Year's Day. The Pasadena colorcast will be sponsored by F. W. Woolworth Co.

Gen. Sarnoff also said that 65 NBC-TV affiliates plan to equip themselves for color-casting. Meanwhile, it was learned that NBC-TV's advertising and promotion department had prepared color tv information kits in anticipation of FCC approval of compatible color signal specifications. One kit was delivered to advertising agency executives in New York on Dec. 18. The other, prepared to assist the network's affiliates in telling the color

### Prophet Wolverton

IT was during the House Commerce Committee hearing on the status of color tv that the phrase "color by Christmas" came into the lexicon of radio-tv. It was made by Rep. Charles A. Wolverton (R-N. J.), chairman of the committee, following hearings last March and was a hope expressed by the New Jersey Congressman.

Although there was widespread doubt expressed by many in the industry, the FCC's decision Dec. 17 might indicate that Rep. Wolverton was a better prophet than some gave him credit for being.

story to their audiences, has been in the hands of affiliates since early November.

The following reports were received from stations:

The FCC's formal approval of a color television system was met enthusiastically at WTMJ-TV in Milwaukee.

Walter J. Damm, vice president and general manager of radio and television, The Journal Co., said, "The installation of the necessary color, transmitter and associated equipment to make possible the transmission of network television has been in progress for some time and will be ready for the long-announced color televising of the Tournament of Roses on Jan. 1 by NBC."

Delivery of equipment necessary for WTMJ-TV to broadcast local color programs is expected to begin by Feb. 1. The first equipment will make it possible to broadcast color slides. The equipment necessary to originate local live programs and to transmit color film programs is not expected until some months later. In the meantime, NBC has announced plans to broadcast one or two of the regularly scheduled shows in color each week. WTMJ-TV plans to carry these programs.

The first color telecast ever seen in Utah was received by KDYL-TV at 4:30, Dec. 17, when NBC fed a 10-minute color program over the network in the afternoon.

### All Ready To Go

Announcement that the FCC had authorized commercial broadcasting of the widely-endorsed "compatible" color system found KDYL-TV all ready to go in transmitting network telecasts in color to the Intermountain West.

Installation of the necessary equipment to KDYL-TV's Mount Vision transmitter to make color television reception in this area possible had been completed under supervision of RCA field engineers Dec. 16. Previously the station received a pre-production color receiver . . . the first to come into Utah.

Effective Dec. 21, KDYL-TV began programming network color test pattern from 12 to 1 p.m. to allow the adjustment and proper tuning of color receivers.

WOW-TV Omaha successfully transmitted and received the midwest's first color tv Dec. 20. On that morning, RCA service engineers and WOW-TV engineering personnel, after three night's work, completed modification of the station transmitter and the installation and adjustment of new color equipment. That morning, RCA and WOW-TV engineers installed a 12½-in. RCA color receiver in Omaha's Paxton Hotel. That afternoon WOW-TV management and engineering personnel, RCA and Northwestern Bell representatives and guests watched the hour-long colorcast of NBC-TV's "Amahl and the Night Visitors." Guests included Omaha civic and business leaders and their wives. WOW-TV followed up this color "first" with a reception for ad agency personnel Dec. 22 of NBC-TV's hour-long *Season's Greetings*. Station also carried *Dragnet* color film on Dec. 24. WOW-TV plans guest list of 300 Omaha ad, press and civic and business leaders for Jan. 1 colorcast of Tournament of Roses Parade. Station attributed success and speed of its color operation to special "color task force" consisting of Assistant General Manager Lyle DeMoss and Director of Engineering Bill Kotera, set up several months ago.

Color television may be seen in the Tri-State area within the next year, Robert W. Ferguson, executive vice president of the Tri-City Broadcasting Co., operators of WTRF radio and television, Wheeling, W. Va., announced today. Ferguson said Tri-City has placed an order with RCA for color equipment, WTRF-TV is a primary affiliate of NBC.

In Chicago, WGN-TV, *Chicago Tribune* outlet, has purchased and received a color receiver from Zenith Radio Corp., which it will use to monitor color transmissions. Station also is placing an order with RCA for a 50-kw transmitter for mid-1954 delivery, and announced plans for a $250,000 color tv studio installation.

### Picture 11½-In.

The color receiver, delivered last Monday, is equipped with a 14⅝-inch tube, with picture size of 11½ inches—the type demonstrated before the FCC last Oct. 15.

WGN-TV colorcasting plans were announced by Frank P. Schreiber, manager and treasurer of WGN Inc. They have been completed under supervision of Carl J. Meyers, engineering director.

The 50-kw transmitter will be capable of transmitting both monochrome and color pictures, and enable the *Tribune* station to carry any network color programs available next summer, as well as originate network and local shows. WGN-TV is affiliated with DuMont Tv network, which has indicated it will participate in color activities as soon as practicable.

WGN-TV will equip one of two studios with necessary equipment for originating live talent programs in color and incorporating film and slides in transmissions.

WBKB (TV), the ABC o&o station, has ordered testing equipment from RCA, scheduled for delivery early in 1954. Station plans colorcasting in late summer or early fall, according to William Kupsack, chief engineer. American Broadcasting-Paramount Theatres has indicated Chicago will play a definite role in color as well as black and white network originations. Present transmitter is capable of modifications for color, it was explained.

NBC's WNBQ (TV) has sufficient equipment to carry New York and Hollywood color originations. It will transmit the New Year's Day Tournament of Roses, and eventually will originate local programs, but plans on the latter are not firm yet.

CBS' WBBM-TV plans were said to hinge, as with local monochrome originations, on the outcome of Zenith Radio Corp.'s request for a hearing on Chicago's ch. 2.

WBBM-TV expects to receive about $25,000 worth of equipment about April 1 looking toward modification of its present transmitter to accommodate colorcasting. Color tv receiver will be included in the package for monitoring purposes.

On Dec. 11, KRON-TV San Francisco started modification of its transmitter in preparation for a color tv signal. The next day, the major portion of the new equipment arrived.

The new color transmitting equipment was installed and ready for use by Dec. 14. This was in plenty of time for NBC's quick color preview which, on Dec. 17, followed by a matter of hours the FCC announcement approving the RCA compatible system as the standard for color transmission.

Predictions on the number of color receivers to be produced during 1954—the first year of color tv—ranged widely. Emerson's Benjamin Abrams estimated 50,000; GE's Dr. W. R. G. Baker (who chairmanned the National Television System Committee) predicted 100,000 and Admiral's John B. Huarisa estimated 200,000.

Comments from manufacturers were as follows:

Approval of the compatible color system by the FCC will "mark a new era of prosperity" for the television receiver industry and must result in "increased sales of table model black-and-white sets," Mr. Abrams declared last week.

In a telegram to all Emerson dealers, Mr. Abrams pointed out that his company's black-and-white line is available at $150 and $200 for 17- and 21-inch sets respectively in contrast to $700 to $1,000 that will be asked for 12½- and 14½-inch color receivers.

### Not Over 50,000

"For a least a year," Mr. Abrams continued, "total production (of color sets) for industry may not exceed 50,000, which is equivalent to not more than one set per dealer for all of 1954."

"The introduction of color television in 1954 is expected to affect industry sales of monochrome receivers as confusion will exist in some consumer purchasing decisions until color models are displayed on dealers' floors accompanied by their high price tags," Dr. Baker said.

"However, the opportunities existing in new tv markets, and the comparatively low list prices of monochrome sets as compared to color, should enable the industry to sell to distributors a maximum of 5.2 million units with a retail value in excess of $1.4 billion.

"Although mass production as we know it in the monochrome business will not be achieved in color receivers in 1954, pilot runs should result in total industry sales of about 100,000 will soon be a negligible factor.

It also stresses that in 1954 color production will be small, that the price of receivers will be relatively expensive, that picture sizes will be relatively small, that color programs will be infrequent, and that black-and-white programs may always outnumber color telecasts.

In a foreword, Kenneth B. Wilson, NBBB president, declared that color tv will develop gradually. "It will not foment a revolution which would impair or destroy the value of television receivers now in use."

## Don't Lead 'Em On

WARNING against the use of such remarks as "I only wish we had color television right here now, so you could see this in all its real beauty" in monochrome tv programs is given by Schwerin Research Corp. in its December bulletin. "Promoting a feeling among viewers that they are being 'left out' is one of the quickest ways to build audience resentment against your program or product," the bulletin declared, comparing the situation to the 'sight gag' problem in radio.

receivers at prices ranging between $800 and $1,000.

General Electric will produce a color tv console model in limited quantities for shipment to distributors starting about mid-year.

Admiral Corp. claimed FCC's approval of NTSC's compatible system will help clear the air. Admiral has been building pilot color sets during December and was scheduled to exhibit them to distributors at a sales convention in Chicago at the Conrad Hilton Wednesday, according to Mr. Huarisa, Admiral executive vice president.

He stated that Admiral will jump production of color sets sufficiently during the second quarter of 1954 to provide a sample for every dealer in cities along the color tv cable route. Company has set a 30,000 production goal during the next 12 months. Mr. Huarisa predicted about 200,000 receivers next year.

Zenith Radio Corp. also plans a quantity of color tv models in months ahead, though mass production is still a year or more away for the industry, according to H. C. Bonfig, Zenith vice president. Zenith employs a three-gun color tube and sets are "extremely complex and difficult to produce," he noted.

Raytheon Mfg. Co.'s Chicago plant was expected to ship color models to retailers this past weekend. Firm has been on pilot production for months, and claimed the sets were the first color receivers distributed to retailers. Raytheon held a network color tv reception press preview last Tuesday at the Sheraton Hotel with color pickups from 7-8 p.m.

### B&W Readjustment

At Hallicrafters Co., President William J. Halligan had indicated earlier that "color television publicity, coupled with over-production and price-cutting on the part of some manufacturers, has necessitated a readjustment in the black and white field." It also will concentrate on radio set output, including shortwave equipment, but is not neglecting color-casting.

Hallicrafters, like others, planned to ship some 20 pilot models to distributors "along the network color tv route" by New Year's Day. Its production in the foreseeable future will depend on availability of tubes, a company spokesman said. Firm also plans to show a color model at the International Home Furnishings Market in Chicago starting Jan. 4.

Cost of a service contract for a color television receiver was estimated last week by RCA Service Co. officials at "three or four times more than that of a black and white set."

This information was provided at a news conference in New York at which the RCA Service Co. announced a comprehensive educational and training program on color for the entire tv service industry. It was pointed out by officials that a definite price for a service contract could not be set at this time but would be determined from experience. They said that present indications were that the price would be three or four times the $60-$70 charged for black-and-white receivers.

The industry-wide training and educational program for technicians is divided into four major elements, including a series of two-day clinics to be held in 65 cities, starting early in February; a textbook, "Practical Color Television for the Service Industry," which will be made available to servicemen completing the clinics and is also obtainable from distributors or the RCA Service Co. at a cost of $2 per copy; a special home study course in color tv to be offered by the RCA Institute in New York, and availability to servicemen of a new type of test equipment developed by RCA for use in the proper phasing and alignment of color sets.



# GENERAL TELERADIO PAYS $1 MILLION TO ACQUIRE PHILLIPS H. LORD INC.

**Transaction paves way for full-scale entry of General Teleradio into television. In addition to tv rights, GT also gets radio rights to a number of programs formerly produced by the Lord firm.**

THE WAY for full-scale entry into television by General Teleradio Inc. was cleared last week with the company's acquisition of Phillips H. Lord Inc., New York, radio-tv production company, in what was understood to be a $1 million transaction.

Under the terms of the transaction, General Teleradio acquires the radio and television as well as the subsidiary and residual rights to *Gangbusters*, *We, the People*, *Counter-Spy*, *Sky Blazer*, *Police Woman*, *The Black Robe*, *Treasury Agent*, and *Mr. District Attorney*, which currently is on option to the Frederic W. Ziv Co. Mr. Lord also will relinquish radio scripts on Kathleen Norris novels. Only program currently used by General Teleradio is *Counter-Spy* (MBS, Monday, 8:30-9 p.m., EST).

Although details of General Teleradio's plans for use of the properties were not disclosed, officials appeared confident that the main interest of President Thomas F. O'Neil in acquiring them was for use in filmed adaptations for television. Some of them may be added to the Mutual Radio network schedule, but it also was noted that General Teleradio is not apt to withdraw *Gangbusters*, for instance, from its present spot on CBS Radio.

The tv properties presumably will be handled by General Telecasting, a subsidiary of General Teleradio which recently, in cooperation with Fox Movietone News, launched the *Greatest Dramas* series of quarter-hour films. General Tire & Rubber Co., owner of General Teleradio, is sponsoring *Greatest Dramas* in some twoscore markets and the films will be syndicated in others.

The Phillips H. Lord transaction was said to involve $1 million spread over five years. Under its terms Mr. Lord is retained as a consultant to General Teleradio for that period.

In addition to General Telecasting, General Teleradio controls Mutual and owns the Yankee and Don Lee Networks and WOR-AM-FM-TV New York.

## Ziv Tv Promotes Unger To Vice Presidency

PROMOTION of Maurice (Babe) Unger, manager of West Coast operations for Ziv Television Programs Inc., to vice president of the firm was announced last week by John L. Sinn, president. Mr. Unger has been with Ziv since the start of the company's television operations on the West Coast four years ago.

Expanded responsibilities of Mr. Unger in his new post will be discussed at a three-day meeting this week in Chicago. He has been in charge of all Ziv's tv series, including *I Led Three Lives*, *Favorite Story*, *Boston Blackie*, *The Cisco Kid* and other productions.

## Weill Establishes Fortune Features

ESTABLISHMENT of Fortune Features Inc. as a tv film distribution company was announced last week by Jules B. Weill, president, coincidentally with disclosure that the firm has acquired a package of 26 American language feature films produced in Italy.

Mr. Weill, who also heads the tv distribution company of Specialty Television Films Inc., said the package is the first of four in packages of 26 Italian-produced American language films that will be placed on the American market. He acquired distribution rights through Italian Films Export in a transaction he estimated at $1 million.

The entire package of 104 films, Mr. Weill said, will feature Italian as well as some American actors, with voices dubbed in when required. Some of the personalities appearing in the films, which were produced between 1949 and 1953, are Anna Magnani, Silvana Mangano, Alida Valli, Lea Padovani, Maria Montez and Vittorio Gassman.

## Mavro Buys Building

PURCHASE by Mavro Television Co., tv packager, of a four-story building at 314 E. 50th St., New York City, was announced last week by Ruth Cade, vice president in charge of sales for the company. Miss Cade said the building will be converted into modern studios especially equipped for screening of television shows and properties.

**EXECUTIVES of Knox Reeves, Minneapolis, advertising agency handling several General Foods products, supervise the production of a commercial tv film at Olympus Film Productions, Cincinnati, subsidiary of Crosley Broadcasting Corp. Looking onto the set are Russ Neff (l), agency's radio-tv director, and James Hill, general manager of the WLWT (TV) film organization; with the two executives are a cameraman and script girls.**

## Consolidated Not Up For Sale—Whiting

SPIKING reports Consolidated Television Sales, Hollywood, is for sale [B•T Nov. 16], General Manager Dwight W. Whiting has declared the firm is "continuing in the tv distribution field under the same ownership."

He further revealed Consolidated is opening an additional office in Miami to augment branches operating in New York, Chicago, Atlanta and Houston.

Consolidated, according to Mr. Whiting, has sold its station starter plan to seven additional stations, bringing the total to 86 outlets.

New stations are KULA-TV Honolulu; KOMU-TV Columbia, Mo.; KPIC (TV) Salem, Ore.; KBAY-TV San Francisco; WCSH-TV Portland, Me.; WMAL-TV Washington, D. C., and KMID-TV Midland, Tex.

Mr. Whiting, who leaves this week for a tour of the firm's branch offices, said Consolidated currently is servicing 250 clients with over 1,100 film shipments weekly. Further expansion is planned in the future and continued acquisition of new properties is to be announced shortly, he said.

## 'Dragnet' Writer Seeks $9,100 in Re-run Pay

SUIT to collect $9,100 allegedly due him as writer on NBC-AM-TV's *Dragnet* series has been filed in Los Angeles Superior Court by James Mosher. Besides Jack Webb, director-star and president of Mark VII Ltd., he names Michael Meshekoff, producer, and Stanley Meyer, executive producer, as defendants. They are identified as partners of the *Dragnet* star in the suit.

The complaint filed Dec. 18 charges that between June 15, 1949, and July 25, 1952, he wrote 165 *Dragnet* scripts under an oral contract of employment which embodies an existing agreement between producers and the Radio Writers Guild.

Mr. Mosher cites that the Guild contract provides that radio writers would be paid $325 each time their scripts are re-used on tv. He complained that since December 1951 his scripts were re-used 47 times but pay was received for only 19.

## Ross Film Report Out

COMPENDIUM of film commercials on tv during year Aug. 1, 1952 - July 31, 1953, listing sponsor, advertising agency, product advertised, length, type and producer of 4,750 film commercials, has been issued by *Ross Reports on Television*. The 57-page survey also contains information on commercial film studio facilities and excerpts from union regulations for filmed commercials for tv. More sponsors are shown for this year than for any previous one, although total number of commercials is slightly lower than for 1952, when 4,917 were listed in the *Ross Report* for that year.

## 'Victory' Sold in 3 Markets

SALE of *Victory at Sea* in three new markets last week has raised total number of cities carrying the series to 84, according to John B. Cron, national sales manager of the NBC Film Division. Mr. Cron added that recent sales on other division products has raised total markets on *Inner Sanctum* to 55; *Dangerous Assignment*, 147; *Badge 714* (formerly *Dragnet*), 128; *Captured*, 83; *Douglas Fairbanks Presents*, 115, and hour-long *Hopalong Cassidy*, 137.

## BCE TO COLOR-TAPE PASADENA PARADE

FULL color motion pictures on magnetic tape of the Jan. 1 Pasadena Rose Parade, will be recorded in the electronics division laboratory of Bing Crosby Enterprises, Hollywood, as part of the experimental work now being conducted.

Engineers will make their recording from the local colorcast on the newly developed Crosby VTR (Video Tape Recorder), with a major unidentified set manufacturer cooperating in the experiment with standard receiving equipment, according to Managing Director Frank C. Healey.

First to demonstrate more than a year ago the practicability of black-and-white recording on magnetic tape, the Crosby company last week reported that equipment suitable to commercial use is expected to be made available during the next 12 months.

"Our engineers face only a minor technical differential between recording black-and-white tv and color," Mr. Healey said. "The problem is not so much in recording the picture as it is seen on the tv screen as it is in obtaining suitable color signals to record."

He reminded that, heretofore, "open circuit color signals of announced and sustained character, such as the Rose Parade, have not been available to us for recording."

Mr. Healey said the progress of color recording on tape necessarily must follow the perfection of color telecasting. How good it is "here" will be known New Year's Day, and if color is correct, the Rose Parade tape will be presented to the Tournament of Roses Assn. as a permanent record of the 1954 event, he concluded.

## Weiss Sees 55% Jump In Film Syndications in '53

INCREASE of 55% in sales of syndicated films to U.S. tv stations for 1953 over 1952 is estimated by Adrian Weiss of Louis Weiss & Co., Los Angeles.

"A distinct upsurge in our business during the past three months," he added, "indicates that 1954 will be an even better year than this one."

With the Weiss-distributed product having run on more than 80 stations, he credits some of the gains to opening of new areas to tv, but declared, "The bulk of the new business has come from older markets where new stations have opened the way for the distributors of syndicated films to place their product in a more competitive field."

Another contributing factor, he believes, is the growing awareness of station and agency film buyers that "tv film series can have several successful runs in any competitive market."

### FILM SALES

**Louis Weiss & Co.,** L. A., announces the sale in 12 markets of *The Little Story Shop*, series of five quarter-hour Christmas films featuring the **Rex Castle Marionettes** and the **All-Youth Choir of Phoenix.** Stations set to show the films are KATV (TV) Pine Bluff, KRTV (TV) Little Rock, both Ark.; KROD-TV El Paso, KTXL-TV San Angelo, Tex.; WABI-TV Bangor, Me.; KHOL-TV Kearney, Neb.; WTPA (TV) Harrisburg, Pa.; KPIX (TV) San Francisco, WBAY-TV Green Bay, Wis.; WSTV-TV Steubenville, Ohio; WCPO-TV Cincinnati, and WMCT (TV) Memphis.

*Craig Kennedy Criminologist*, distributed by the Weiss firm, will be sponsored on WGN-TV Chicago by **International Appliances,** for 26 weeks.

*Custer's Last Stand*, 15-episode serial, has been set for showing on KRON-TV San Francisco on a five-times weekly schedule. Three serials, comprising 48 program episodes of *Custer's Last Stand* and *The Black Coin*, have been set by Weiss for WLWT (TV) Cincinnati and WLWC (TV) Columbus, Ohio.

### PRODUCTION

**Filmcraft Productions,** Hollywood, has completed filming the first half-hour program in *Mark Twain Theatre* series, rights to which properties have been obtained from the estate of **Samuel Clemens** (Mark Twain). With **J. Carrol Naish** as star, **Gil Ralston,** formerly with Sovereign Productions, has been set as producer. **Jean Yarbrough** is director.

In production are series of 10 spot commercials, being filmed in Hawaii for **Standard Oil Co. of California** for showing on *Chevron Theatre* film series. Agency is **BBDO.**

**Filmcraft** has also completed filming an eight-minute "Maxie, the Taxi" skit starring **Eddie Cantor** for insertion into an upcoming NBC-TV *Colgate Comedy Hour* telecast.

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**Sovereign Productions,** Hollywood, has started filming "Another Sunlight" for CBS-TV *General Electric Theatre*. Original script by **Frederick Hazlitt Brennan,** stars are **David Brian** and **Martha Vickers. Stu Reynolds,** firm president, is executive producer with **Joseph Sistrom,** producer and **Jean Yarbrough,** director.

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**Mickey Rooney Enterprises Inc.,** Beverly Hills, has been formed and capitalized at $75,000 by **Mr. Rooney, Maurice Duke** and others. Firm is preparing production for NBC-TV *Hey, Mulligan*, new half-hour comedy film series starring the actor. **Richard Quine** is set as director and **Blake Edwards** as writer. Firm's business offices are at 121 S. Beverly Drive, B. H.

### DISTRIBUTION

Deal has been set by **Stu Reynolds,** president of **Sovereign Productions** and **Reynolds Productions,** Hollywood, with **Milton Gordon,** president of **Television Programs of America,** whereby TPA takes over distribution of *Sovereign Theatre*, series of 52 half-hour programs originally produced for *Your Jewelers Showcase* and CBS-TV *General Electric Theatre*. Under terms of contract, Mr. Reynolds retains rights to sell films in joint partnership with TPA.

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**Hillman-Oakley Inc.,** new Beverly Hills tv packaging firm, located at 332 S. Beverly Dr., has acquired 36 silent feature films produced by **Thomas Inc.** Of the group, 26 have been edited to one-hour length with appropriate titles. Same group of 26 are each being cut to five quarter-hour across the board segments with comedy narration. Films being readied for distribution include "Beau Revel" with **Florence Vidor** and **Lewis Stone;** "Blue Blazes Rawdon," **William S. Hart;** "Leopard Woman," **Louis Glaum;** "White Sin," **Madge Bellamy;** "Wandering Husbands," **James Kirkwood,** and "Mary's Ankle," **Douglas McLean.**

# *Another* WOW-TV *First!*

# TELEGRAM

SOL TAISHOFF, EDITOR & PUBLISHER
BROADCASTING•TELECASTING
1735 DE SALES STREET AT CONNECTICUT AVENUE
WASHINGTON, D. C.

WOW-TV (OMAHA) SUCCESSFULLY TRANSMITTED AND RECEIVED THE MIDWEST'S FIRST COLOR TELEVISION SUNDAY, DECEMBER 20. ON THE MORNING OF DECEMBER 20 RCA SERVICE ENGINEERS AND WOW-TV ENGINEERING PERSONNEL AFTER THREE NIGHTS' WORK COMPLETED MODIFICATION OF STATION TRANSMITTER AND INSTALLATION AND ADJUSTMENT OF NEW COLOR EQUIPMENT, MAKING IT POSSIBLE FOR WOW-TV TO TRANSMIT COLOR TELEVISION. SUNDAY MORNING RCA AND WOW-TV ENGINEERS INSTALLED TWELVE AND ONE-HALF INCH RCA COLOR RECEIVER IN OMAHA'S PAXTON HOTEL WHERE THAT AFTERNOON WOW-TV MANAGEMENT AND ENGINEERING PERSONNEL, RCA AND NORTHWESTERN BELL REPRESENTATIVES AND GUESTS WATCHED HOUR-LONG COLORCAST OF NBC-TV'S "AMAHL AND THE NIGHT VISITORS." GUESTS INCLUDED OMAHA CIVIC AND BUSINESS LEADERS AND THEIR WIVES. WOW-TV PLANS TO FOLLOW UP COLOR "FIRST" WITH RECEPTION FOR ADVERTISING AGENCY PERSONNEL TUESDAY DECEMBER 22, FOR NBC-TV'S HOUR-LONG STARSTUDDED COLOR PRESENTATION, "SEASON'S GREETINGS." ALSO, STATION WILL CARRY "DRAGNET" COLOR FILM ON THURSDAY, DECEMBER 24. WOW-TV PLANS GUEST OF 300 OMAHA ADVERTISING, PRESS AND CIVIC AND BUSINESS LEADERS FOR JANUARY 1 COLORCAST OF "TOURNAMENT OF ROSES PARADE." STATION ATTRIBUTED SUCCESS AND SPEED OF WOW-TV'S COLOR OPERATION TO SPECIAL "COLOR TASK FORCE," CONSISTING OF ASSISTANT GENERAL MANAGER LYLE DEMOSS AND DIRECTOR OF ENGINEERING, BILL KOTERA, SETUP SEVERAL MONTHS AGO.

SIGNED
FRANK FOGARTY, GENERAL MANAGER
WOW-TV, OMAHA, NEBRASKA

**FIRST** WITH TELEVISION
WITH MAXIMUM POWER
WITH COLOR

***Always First — First in Every Way***

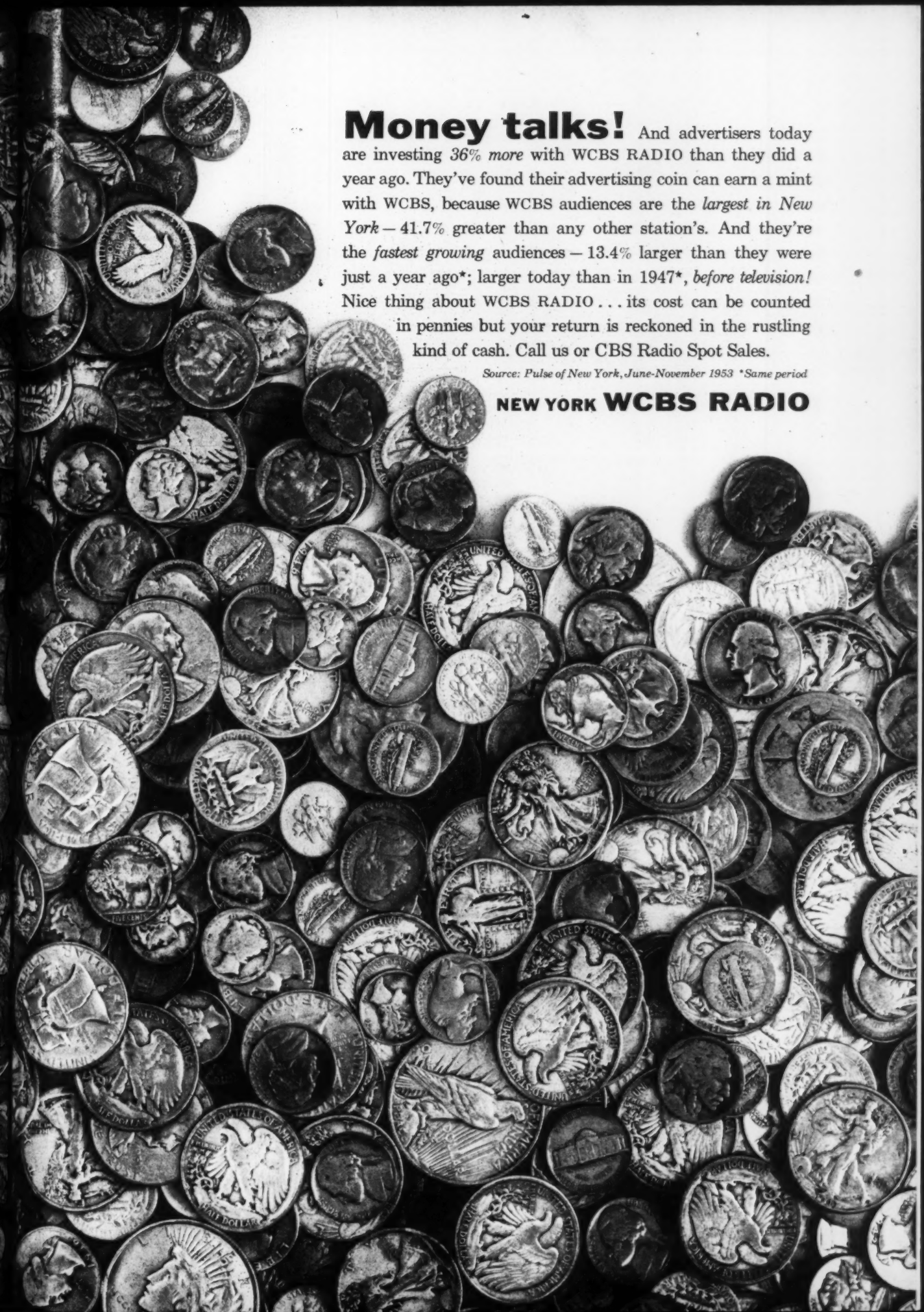
# WOW-TV

*A Meredith Station*

Represented by Blair-TV

Basic NBC & DuMont Networks

XUM



**Money talks!** And advertisers today are investing *36% more* with WCBS RADIO than they did a year ago. They've found their advertising coin can earn a mint with WCBS, because WCBS audiences are the *largest in New York* — 41.7% greater than any other station's. And they're the *fastest growing* audiences — 13.4% larger than they were just a year ago*; larger today than in 1947*, *before television!* Nice thing about WCBS RADIO . . . its cost can be counted in pennies but your return is reckoned in the rustling kind of cash. Call us or CBS Radio Spot Sales.

*Source: Pulse of New York, June-November 1953 *Same period*

**NEW YORK WCBS RADIO**

**WENDY BARRIE signs quarter-million-dollar long-term contract to appear on *The Wendy Barrie Show* (Mon.-Fri.) starting Jan. 11 on three-station Ohio network. Signing (l to r): Kenneth Church, exec. v.p., WTVN (TV) Columbus; Harvey R. Young, asst. gen. mgr., WHIO-TV Dayton; Miss Barrie, and David Taft, exec. v.p., WKRC-TV Cincinnati.**

**WENS (TV) Pittsburgh's first remote telecast of *The Bob Prince Sports Show*, sponsored by Equitable Gas Co. from Equitable's downtown studios, is attended by (l to r): Don Menard, sls. mgr., and Bob Prince, sports dir., both WENS; Tom Evans, Equitable v.p., and Nick Perry, WENS personality.**

**HOLLYWOOD set where Miller High Life Beer tv commercials are produced is inspected by (l to r) Hugo Bauch, acct. exec., C. A. Mathisson & Assoc., Milwaukee; Jerry Fairbanks, series producer; Vernon S. Mullen Jr., adv. mgr., Miller, and C. A. Mathisson, president of the Milwaukee agency and Miller acct. exec.**

**MICHAEL M. SILLERMAN (r), gen. mgr. of Television Programs of America, and Edward Arnold, host of the TPA *Star Showcase*, congratulate one another on completion of TPA's new $2 million tv series.**

# TV TOPS '54 MEDIA IN CANDY BUDGET

**The candy business will spend more than $30 million in 1954, says 'Candy Industry' magazine, with television heading the list of media.**

TELEVISION heads the list of advertising media to be used by the confectionary business in spending in excess of $30 million for advertising in 1954, according to the annual survey of advertising expenditures completed by *Candy Industry* magazine and appearing in its current issue. The advertising budget for 1953 was said to have been about $25 million.

The survey was said to cover the confectionary industry's 34 top national advertisers. The magazine notes these firms have appropriated $19,595,000 for their 1954 tv campaigns as compared with $17,722,000 in 1953 and about $14 million in 1952. Ranking behind tv in their ad plans are national magazines, comics, and daily newspapers, in that order, according to *Candy Industry*.

The two largest national candy advertisers, according to the survey, will be Mars Inc., Chicago, with a total budget of about $2,100,000, and Peter Paul Inc., Naugatuck, Conn., $2 million. These two companies are said to be the sales leaders in the bar field, with estimated annual sales for each at the wholesale level ranging between $35-40 million.

In the chewing gum field, top advertiser listed is William Wrigley Jr. Co., Chicago, with a budget for next year estimated at $4 million, which is reported the same as 1953. Runner-up is said to be American Chicle Co., Long Island City, N. Y., with a budget of about $500,000, followed by Beech-Nut, about $350,000.

Leader in the solid chocolate field, according to the survey, is the Nestle Chocolate Co., White Plains, N. Y., with a planned 1954 budget of $500,000 as compared with $300,000 in 1953, followed by Rockwood & Co., Brooklyn, $450,000. A special note in the study points out that the sales leader in this field, the Hershey Chocolate Corp., is not a national advertiser but adds that the company is a "hot prospect because it has a large 'slush' fund earmarked for advertising in the event it decides to use national advertising."

The survey reveals that only four firms in the confectionary field will have advertising budgets in 1954 in excess of $1 million, but that 10 other companies will spend more than $500,000.

Commenting on the survey, *Candy Industry* explained that candy manufacturers' budgets are based not only on annual sales but on other factors, such as competitive conditions, the type of merchandise and the price of the products to be featured.

In addition to the $19,595,000 appropriated by the top 34 advertisers, the magazine said, some $5 million will be spent by retail manufacturing chains, another $5 million by about 2,000 small candy makers, and about $1 million or more by the entire industry in tie-in advertising.

# Tv Set Shipments Up 20% Over 1952

SHIPMENTS of television sets to dealers rose 20% for the first 10 months of 1953 compared to 1952 shipments, according to Radio-Electronics-Tv Mfrs. Assn., amounting to 5,305,072 and 4,451,759, respectively.

October shipments of 690,711 tv sets compared to 816,529 in September and 913,779 in October 1952. Following are tv set shipments to dealers by states for the first 10 months of 1953:

| State | Total | State | Total |
|---|---|---|---|
| Ala. | 77,845 | Neb. | 48,773 |
| Ariz. | 32,436 | Nev. | 8,614 |
| Ark. | 36,616 | N. H. | 17,431 |
| Calif. | 424,515 | N. J. | 147,923 |
| Colo. | 59,979 | N. M. | 16,097 |
| Conn. | 78,314 | N. Y. | 500,054 |
| Del. | 12,512 | N. C. | 98,554 |
| D. C. | 43,860 | N. D. | 12,914 |
| Fla. | 103,028 | Ohio | 310,186 |
| Ga. | 90,700 | Okla. | 91,541 |
| Idaho | 15,489 | Ore. | 65,995 |
| Ill. | 328,103 | Pa. | 458,942 |
| Ind. | 176,721 | R. I. | 23,905 |
| Iowa | 121,266 | S. C. | 48,942 |
| Kan. | 72,417 | S. D. | 15,066 |
| Ky. | 73,194 | Tenn. | 86,042 |
| La. | 80,324 | Tex. | 306,333 |
| Me. | 44,497 | Utah | 31,095 |
| Md. | 64,432 | Vt. | 9,411 |
| Mass. | 162,767 | Va. | 108,215 |
| Mich. | 213,867 | Wash. | 117,071 |
| Minn. | 95,672 | W. Va. | 70,404 |
| Miss. | 37,554 | Wis. | 129,066 |
| Mo. | 126,105 | Wyo. | 2,882 |
| Mont. | 7,403 | Grand Total | 5,305,072 |

# VIEWERS REALIZE TV COST—ADVERTEST

**New York tv homes in November report by Advertest Research indicate they not only realize that advertisers alternate sponsorship of tv shows because of high costs, but that they approve of the practice.**

ALTERNATE sponsorship of television programs not only is generally approved by viewers, but three of every four believe the same is necessitated by "the increasing cost of time, program, talent, etc," Advertest Research has reported in its November issue of *The Television Audience of Today*.

Advertest Research reported one of the persons in its interview of 762 tv households in the New York metropolitan area during November summed it up this way: "By sharing cost in this manner, sponsors can bring us programs that they could not afford singly."

A smaller group of interviews attributed alternate sponsorship to a dearth of good programs, Advertest Research said, adding that 40% thought alternate sponsorship brought advantages to viewers, with only 5% feeling there were disadvantages.

Less than 1% felt such programs were poorer than other tv programs, 48% said alternately-sponsored shows were better and 40% saw no difference. Some 83% said they paid as much or more attention to commercials when they alternated, while 5% paid less attention. Fully 92% reported their opinions of one commercial does not affect their opinions on that of the other sponsor.

Lucky Strike cigarettes was highest in sponsor recall with 86% of viewers of *Your Hit Parade* (NBC-TV) remembering the product. Highest sponsor recall for a program which alternates was for the *Milton Berle Show* (NBC-TV), 79% remembering Buick as sponsor. The *Bob Hope Show* alternates every third week.

Greater shared audience results from similarity of program format between alternating shows, the report said, in revealing that two-thirds of the combined *Berle* and *Hope* audience watch both shows, while only one-fourth of the combined *City Hospital* and *Place the Face* audience (both CBS-TV) watch both programs.

**To sell Cosmetics to inland Californians**
(AND WESTERN NEVADANS)

# Be on the Beeline

Here's a *real* shortcut to beauty — the shortcut to the big, thriving cosmetic market of inland California . . . That shortcut is the Beeline, a five-station radio combination that gives you

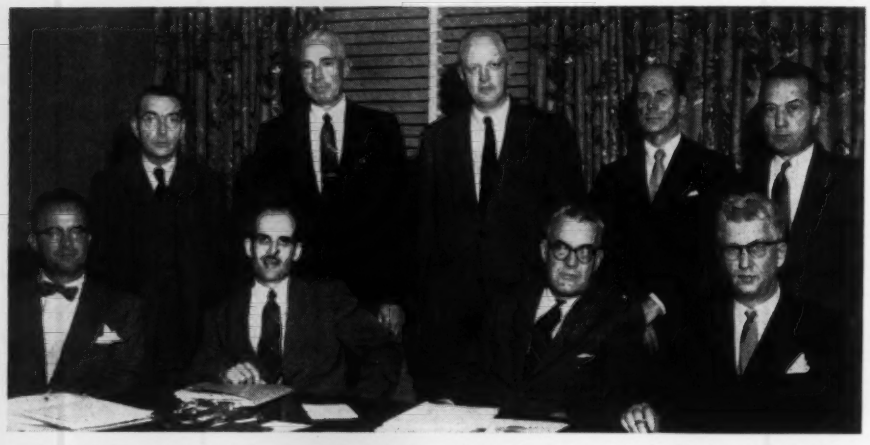
**THE MOST LISTENERS** More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.*
(BMB State Area Report)

**LOWEST COST PER THOUSAND** More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market — inland California and western Nevada.

## McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative



**AAAA's Committee on Improvement of Advertising Content, at New York meeting, includes (l to r): seated—Otto W. Prochazka, Anderson & Cairns; James D. Parker, Don Kemper Co.; Chairman Ken R. Dyke, Young & Rubicam; Keith K. Kimball, BBDO; standing —George F. Thomson, Calkins & Holden, Carlock, McClinton & Smith; Franklin C. Wheeler, Brisacher, Wheeler & Staff; Henry O. Pattison Jr., Benton & Bowles; Hovey Hagerman, MacManus, John & Adams; Carr Liggett, Carr Ligget Adv.**

# AD COUNCIL OFFERS 'WELFARE' DETAILS

## The council will try to answer all questions from stations about any organization or agency seeking free public service time, broadcasters are told in the organization's current booklet.

ON THE HEELS of recent disclosures of certain "welfare" organizations seemingly devoting disproportionately large sums to the welfare of their operators, a new 12-page booklet on the relationship between broadcasters and the Advertising Council in supporting public interest projects was released by the council last week.

The booklet noted that, in cooperation with NARTB, the council now is providing all stations with "another important service," in that the council "will endeavor to answer all inquiries from stations about any organization or government agency seeking free public service time.

"If a broadcaster cannot find any information about a national organization seeking free public service time in the council's monthly public service pocket-piece, the radio-tv bulletin or the fact sheets, he may write—or wire or call collect—to any Advertising Council office and the council will do its best to give him helpful information.

"Naturally, the council cannot be expected to have information on purely local drives or organizations, but it can usually be helpful concerning organizations that represent themselves as being 'national.' "

The booklet, being distributed to all radio and tv stations in the country, gives a quick rundown on the Council itself, describes its services which are available to broadcasters, lists public service campaigns supported by the Council, spells out criteria for council support of campaigns, and offers NARTB-Council suggestions.

In a foreword "To America's Broadcasters," Council President T. S. Repplier writes:

"Broadcasters have been in the business of serving the public interest much longer than the Advertising Council. Since the Council was formed at the beginning of World War II, we have been impressed, time and again, with the generosity, dispatch and effectiveness with which broadcasters assist so many public service campaigns and drives. We also have come to appreciate the problems that confront a broadcaster in his efforts to help the government agencies and private organizations that seek his support and assistance. . . .

"The combination of broadcasters and advertisers (who contribute vast amounts of valuable time and talent on programs they sponsor to public service campaigns) is a powerful one, serving the nation and the community forcefully every day. We hope that this booklet will be helpful in making broadcasters' contributions to important public service projects even more forceful and effective."

## Speakers Announced For SWAAA Convention

THE SOUTHWESTERN Assn. of Advertising Agencies, at its convention Feb. 18-20 at the Rice Hotel in Houston, will have as principal speakers John Orr Young, former partner, Young & Rubicam; Stan M. Sargent, Daniel Starch & Staff; J. P. Napier, A. C. Nielsen Co., and August A. Nelson, senior staff executive, American Assn. of Adv. Agencies.

Joe Wilkinson, convention chairman, said SWAAA's 21st convention theme will be the "creative approach to advertising."

Media representatives in the area are being invited as guests of SWAAA at its main luncheon Feb. 20, Mr. Wilkinson said. He said they also will have the opportunity to attend other functions of the convention, which he expects to be the largest ever held in the Southwest. The convention will feature an area graphic arts industry contest.

## Women's Ad Clubs Plan Meet

EASTERN Conference of Women's Advertising Clubs will be held in New York Feb. 5-7, and will be attended by member clubs from New England to Florida. Advertising Women's Club of New York, which is the host club, has appointed the following committee to handle conference arrangements: Hulda Kloenne, Paper Cup and Container Institute, chairman; Margaret Eleanor Stark, Gotham Adv., and Emma E. Weinstein Stock, *Forbes* magazine.

## UHFs Seek Tax Break On Gear Depreciation

REQUEST to put its case for short-term depreciation before the Internal Revenue Bureau was made last week by the Ultra-High Frequency Tv Assn.

The group, comprising uhf operators, is seeking advantageous depreciation rates from the Treasury Dept. on the ground that uhf television is a new service in its early stages with its equipment subject to quick obsolescence.

". . . the extremely expensive transmitter equipment constituting an important item in the equipment of a uhf station is obsolete almost when installed," William A. Roberts, UHFTA general counsel, wrote in a Dec. 18 letter to the Internal Revenue Service's John H. Fahrenbach. Mr. Roberts explained that although uhf tv stations are permitted 1,000 kw of power, present developments allow only 5 or 12 kw output from klystron-generated transmitters. He also called attention to the "sharply limited" incentive to convert vhf receivers to receive uhf signals.

### Cites Financial Troubles

"Thus, uhf broadcasters, having invested heavily, are confronted with great insecurity commercially, instability in their revenue and the certainty of obsolescence of their initial installations," Mr. Roberts added.

In referring to depreciation lengths that may have been worked out with pre-uhf television station owners, Mr. Roberts termed the figures as possibly "unrealistic," and accepted by vhf station operators who had large revenues from manufacturing, network or other sources. He also cited the uncertainties of color tv in accelerating the obsolescence of both vhf and uhf transmitting equipment.

At the present time, Bulletin F of the Internal Revenue Bureau recommends a four-year depreciation allowance for tv station equipment groups. This recommendation was issued in 1942, and, it is understood, is under consideration for revision at the present time. According to close observers, the Internal Revenue Bureau is thinking of setting a 10-year depreciation figure for tv equipment and a 15-year figure for audio equipment.

## Gold Succeeds Mayers As NTFC President

ELECTION of Melvin Gold of National Screen Service Corp., New York, as president of the National Television Film Council for 1954 was announced last week. He replaces Arche Mayers, Unity Television Corp., who was chosen distribution vice president.

Other officers elected were John Schneider, Biow Co., executive vice president; Bert Hecht, Bill Sturm Studios, production vice president; Ardien Rodner, WABC-TV New York, station vice president; Jim Ellis Jr., Kudner Agency, agency vice president; John Berger Jr., *Film Daily* and *Radio-Tv Daily*, membership vice president; Sally Perle, Harry Lawrence Assoc., executive secretary; Sydney Mayers, Unit Television, general secretary, and Samuel Spring, Spring & Eastman, treasurer.

## Cincinnati Tv Conference

EIGHTH annual television conference, sponsored jointly by Cincinnati Section of Institute of Radio Engineers and the Professional Group on Broadcast and Television Receivers, has been scheduled for April 24, 1954, in the Engineering Society Bldg., Cincinnati. Subject of the conference will be "Black-and-White and Color Tv, and Uhf."

# WDAN-TV DANVILLE ILLINOIS

# NOW ON THE AIR

## WITH A FULL SCHEDULE OF

# ABC NETWORK PROGRAMS

INTERCONNECTED

## CHANNEL 24

**Owned and Operated by**
**Northwestern Publishing Co.**
**Publishers of**
**The Commercial-News**

WDAN-TV has an effective radiated power of Video 19,000 and Audio 9,500. The tower rises 445 feet above the average terrain and 1,094 feet above sea level. Service facilities include 16mm movie and 2x2 slide projectors, live cameras and a studio stage 20' x 23' with "kitchen corner"

## Serves This ¼ Billion Dollar Market

This quarter billion dollar market depends on WDAN-TV exclusively to bring ABC Television Network Shows. Inside this rich area no other station will be the local ABC Television outlet. The area includes the multi-billion dollar project of the National Distillers Products Corporation, east of Tuscola, the throbbing U. S. Army Air-Force center at Rantoul, the vibrant thousands at the University of Illinois, the DuPont-DeNemours gigantic operation for the United States Government at Newport, the expanding developments at the Danville plants of General Motors and General Electric, the canning centers of Milford, Hoopeston and Rossville—an area that has long been famous on sales charts for its stability and ability to respond to sales stimuli. Concentrating its picture TV coverage in this small, rich area, WDAN-TV has many advantages to offer the advertiser, the most important two being cost and productivity.

**Phone or Wire for availabilities around this ABC Television Audience**

**National Representative: EVERETT-McKINNEY** 400 N. MICHIGAN AVE., CHICAGO
40 E. 49TH ST., NEW YORK CITY

**WDAN-TV 1500 N. WASHINGTON ST. • PHONE 1700 • DANVILLE, ILLINOIS**



XUM

# LEADING
## through 1953

## WAPI with WAFM

**Most recent PULSE figures:**

10 out of Top 10 Evening Shows
7 out of Top 10 Daytime Shows
WAPI leads in 357 quarter hours out of a possible 504 a week (Monday-Friday, 275 out of 360)
WAPI leads in share of audience Morning, Afternoon and Night

## What's in Store for '54?

**More people will listen Most to WAPI and WAFM**

*The Voice of Alabama* Clear Channel Birmingham
Represented by CBS Radio Spot Sales

**Get on the BANDWAGON!**


— PROGRAM SERVICES —

## BMI CLINIC SERIES TO BEGIN JAN. 6

BMI's 47 program clinics offered for 1954 will begin Jan. 6 with a two-day session in Honolulu, Carl Haverlin, BMI president, announced in a statement for publication today (Monday).

It is expected, he said, that arrangements will be completed so that more than two-thirds of the clinics can be held between March 1 and April 14, resuming after broadcasters attending the NARTB 1954 convention have returned home. This means that of the clinics scheduled for 40 states and six Canadian provinces, all will be pre-convention except for 14 in the Rocky Mountain states, which will be held during the last two weeks of June.

Glenn Dolberg, BMI vice president in charge of station relations, will serve as chairman of the Honolulu clinic at the Hotel Halekulani, Mr. Haverlin said. Finn Hollinger, president Honolulu Assn. of Radio & Television Broadcasters, will call the clinic to order. Speakers from the mainland will include J. Leonard Reinsch, managing director, WSB-AM-TV Atlanta; Ben Laird, general manager, WDUZ Green Bay, Wis.; Murray Arnold, program director, WIP Philadelphia; Harry Spence, president, KXRO Aberdeen, Wash.; Philip Lasky, executive vice president, KSFO San Francisco.

Local speakers will include James P. Smith, manager, N. W. Ayer & Son, Honolulu, and C. Richard Evans, general manager, Hawaiian Broadcasting System (KGMB-AM-TV Honolulu).

## Sulds Joins TNT Staff As Assistant to Halpern

APPOINTMENT of Irvin Paul Sulds, theatre television consultant to AB-PT for the past three years, to the staff of Theatre Network Television in an executive capacity was announced last week by Nathan L. Halpern, TNT president.

In his new post, Mr. Sulds will assist the president in all phases of TNT's operations, but will concentrate on sales and production for Tele-Sessions, the division which specializes in closed-circuit television uses by industry and business.

"We have long respected Mr. Sulds' abilities as a television consultant to AB-PT," Mr. Halpern commented, "and are particularly delighted with his decision to join TNT. Our organization now has the greatest combined concentration of know-how and experience in the field. We feel the future of closed-circuit television is bright and that 1954 will see widespread expansion of business."

Before joining AB-PT, Mr. Sulds was one of the pioneer independent tv producers in New York and for three years was president of the National Society of Television Producers. He had extensive background in radio, television and newspaper work in New York, Washington and Salt Lake City. For three and a half years, Mr. Sulds produced *American Forum of the Air* on Mutual and for three years *Court of Current Issues* on DuMont Television Network.

## SESAC Christmas Package

SESAC Inc. sent its subscribers a special package of seven Christmas shows plus a 90-minute dance revue, "Revelry in Jazz," designed for presentation on New Year's Eve.



XUM

# Names in AP news make newscasts SPARKLE for audience and sponsors

Nothing like a little ingenuity to win audiences and influence sponsors!

That's the opinion of WAPI, Birmingham, Alabama, as the result of a continuing project which the station is using most successfully.

Each day, the station scans The AP local, regional and national news reports for the names of Alabama persons. A copy of the story is sent to the individuals named, together with a personal note inviting them to listen to the newscasts. A daily radio newscast schedule is enclosed.

Listeners go for the idea—and so do their relatives, friends and neighbors.

The second pay-off comes when prospective newscast sponsors see the collection of letters. Then the station's audience becomes more than a faceless throng. Here are *real* names...*real* people...*real* potential customers.

Says Henry P. Johnston, WAPI president:

*"By humanizing our audience, we alert the sponsor to his sales opportunities. Much of the idea's success leans on the fact that from AP we get solid coverage backed up by The AP's solid prestige."*

*If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—*

***Those who know famous brands... know the most famous brand in news is AP***

## Local Firms' Stories Told in New Program

HALF-HOUR program package featuring three-minute "how we do it" films about local retailers and other firms has been sold by producer Ann Todd to Educational and Research Publishers Inc., Washington. Firm is sponsoring show, *All Around the Town*, on WTTG (TV) Washington, 11:30-12 noon Monday through Friday, under 13-week contract with option for 52 weeks, to sell its 50-cent "how to do it" books on buying a house, used car, etc.

Previously in international promotional work, including radio-tv, Mrs. Todd said the package is available for syndication in other cities. Besides film about the retailer, produced for "less than $100" if the firm doesn't have its own film material, the featured company's representative is interviewed on program by host Willis Conover. Featured companies, which pay no cost other than for film production, are chosen according to topic of program for day. Topics include subjects like the housewife and her money, maternity clothes, fashions and transportation. Capitol Marketing and Adv. handles account.

## Pavis Records Organized As Davis Enterprises Branch

PHIL DAVIS, president of Phil Davis Musical Enterprises Inc., has organized a subsidiary firm to be known as Pavis Records, which will be an independent record company for popular tunes. First to be published and recorded by the firm is entitled "That's What a Girl Appreciates."

The Pavis label is the outgrowth of years of musical collaboration and business association between Phil Davis and Earl (Nemo) Paul, co-founders of Phil Davis Musical Enterprises, whose musical commercials for Falstaff, Carling's, and Genesee beer and Johnson's Wax met with so much popularity that all of them were scored as popular discs for sponsor distribution.

## RCA Victor Appoints O'Donnell To Custom Record Div. Post

APPOINTMENT of Frank O'Donnell as advertising and promotion manager for the RCA Victor Custom Record Division has been announced by James P. Davis, division manager. Mr. O'Donnell succeeds Bennett S. Rosner, who will devote full time to his duties as advertising services manager of the company's commercial record department.

## 'Notebook' Syndicated

WAYNE STEFFNER Productions, Hollywood, is making *Art Baker's Notebook*, five-times weekly quarter-hour program formerly heard on ABC Radio, available to radio stations on a syndicated basis. Program, featuring the m.c. on ABC-TV's *You Asked for It*, is designed for single sponsorship or for one-minute participation announcements.



# FCC CONFIRMS AIR FORCE TV STATION

**The Air Force may operate a low-power (10-w) tv outlet on ch. 8 at Limestone AF Base in Maine so long as it doesn't interfere with any other station or operate if commercial service becomes available.**

LOW POWER television station on vhf ch. 8 at Limestone Air Force Base in northeastern Maine was confirmed by FCC last week in a public notice setting forth conditions that the operation must be discontinued (1) upon notification by FCC that harmful interference is being caused to any U. S. or Canadian station or (2) when regular non-government commercial service is provided in that area [B•T, Dec. 21].

Air Force officials said early in the week it was hoped to commence operation Christmas Eve with kinescopes of commercial network programs made available by the program sponsors. The Limestone installation, to cost about $30,000 and prototype of "morale" units which may be used at other remote bases, includes a camera for local live programming plus a transmitter with about 10 w output. This would give a service range of two miles with fringe area reception up to about three miles, Air Force officials said.

Since FCC cannot "grant" a station to another government agency, the Air Force outlet was worked out through an interdepartment agreement in which FCC said it would make no objection to the Limestone station under the conditions cited. An FCC representative also reported the Commission has declined a vhf frequency for a similar outlet at White Sands, N.M., but informed the Air Force it would interpose no objection to the use of a mid-uhf band channel there.

### No Government Money

Air Force spokesmen stressed that no government money is being spent to build the low power station at Limestone, but that the equipment will be purchased from post exchange profits and soldier welfare funds, contributed by both officers and men. The enlisted men may purchase their own sets for their barracks. The policy will apply at all such installations, it was explained.

Limestone is a Strategic Air Command base 150 miles from Bangor where WABI-TV, the nearest tv station, is operating on vhf ch. 5. WABI-TV cannot be received at Limestone, it was indicated.

Assistant Secretary of Defense John A. Hannah cleared the legal aspects of the Limestone installation, it was learned, and investigated the possibilities of a non-government group applying for a commercial station which would serve the area. Chance that such an application would be filed in the foreseeable future was considered slim.

Ch. 8 has been granted to Mt. Washington Television Inc. for WMTV (TV) on Mt. Washington, N. H., with studio at Poland, Me., while ch. 8 also is allocated to Presque Isle, Me., but no bid has been filed there. WMTW (TV) is to begin operation this spring but is not expected to render a usable signal as far as Limestone.

Air Force officials in Washington stated the service "has endorsed" the low power tv station plan for remote bases but "will not compete with commercial television in any area or for audience attention." This was said to mean the Air Force stations would cease operation when a commercial television station provided service to the particular base.

Arthur Godfrey, CBS radio and television star, was credited by one Air Force representative with suggesting the idea that kinescopes of network programs be made available for troops in remote areas.

Gen. Curtis LeMay, chief of SAC, was quoted as saying the television plan is part of the general program to make life more attractive for men assigned to remote spots in the world. "Television facilities are being considered as a means of increasing incentives and making tours of duty at isolated bases more attractive," he said.

### Cites Authority

An FCC official said the Air Force's right to use ch. 8 on an informal or "experimental" basis comes from Sec. 305 of the Communications Act. The law vests in the President the right to assign frequencies for government stations and exempts them from licensing or FCC authority, with certain conditions. It was for this purpose that the Interdepartment Radio Advisory Committee was formed, he said.

The Commission representative noted that authorization had been afforded the Navy some months ago to install a mountain-top multichannel booster at its Inyo Kern, Calif., rocket base in order to bring in Los Angeles commercial stations there.

The Navy at one time had been in the standard broadcasting business in Washington, D. C., too, he recalled, until Congress "frowned" after objection from commercial broadcasters. The station had begun operation in the "mid-twenties" broadcasting time signals. One day, he related, it was decided to put the Navy band on the air also, which was followed by requests from the other services to broadcast their bands. Next, Agriculture Dept. wanted to broadcast farm service information. After testimony in several Capitol Hill hearings, the FCC official said, the Navy stopped its standard broadcast station.

# UHFTA PROTESTS VHF ALLOCATION

**Allocation of vhf ch. 6 to Whitefish Bay, Wis., near Milwaukee, defeats purpose of FCC's original plan to intermix uhf and vhf channels, the uhf group says in protest petition.**

PROTEST was filed by the Ultra High Frequency Television Assn. last week asking reconsideration of FCC's allocation of vhf ch. 6 to Whitefish Bay, Wis., now sought in new tv bids by Hearst's WISN Milwaukee and WMIL there, which turned in its permit for uhf ch. 31 [B•T, Dec. 7].

The association charged the allocation represented the destruction of a substantial uhf investment without hearing, referring to uhf outlets at Milwaukee and throughout the nation as well.

"The assignment of vhf and uhf channels to Milwaukee reflected the allocation of uhf channels to complement and intermix with vhf in order to achieve an integrated television service by providing equipment manufacturers with the incentive to design combination vhf-

uhf receivers and high power uhf transmitters," the petition charged.

"The Commission's action herein," it continued, "presages a similar departure from basic principles of allocation in other communities. It is a signal to the manufacturing industry that the Commission has withdrawn its incentive policy with respect to the accelerated production of combination uhf-vhf receivers and high power uhf transmitters."

The association argued "the apparent modification of the allocation table is in fact a radical revision of the basic principles of allocation and is a specific and sharp reversal of prior action upon which millions of dollars were invested. Rejection of public hearing on the nationwide significance of the change is error."

The Commission action assigning ch. 6 to Whitefish Bay at the request of Hearst Corp. without hearing was declared in the petition to have been "extraordinarily precipitous."

The Commission "received no evidence on the need of existing uhf stations for additional time to achieve an equally competitive status *vis-a-vis* vhf stations, the inadequacy of present uhf transmitters and receivers, the lack of receivers capable of all-channel reception of vhf and uhf signals or of efficient adaption to such reception, and the lack of high power uhf transmitters," the petition concluded.

Meanwhile, UHFTA has requested the Internal Revenue Bureau to apply "flexible standards of depreciation" to uhf television stations (see story page 40).

## Doerfer's Uhf Stand Questioned by Poller

QUESTIONING the basis on which the FCC has deduced that uhf stations are making out as well as can be expected, Lou Poller, owner of WCAN-TV Milwaukee and president of the Ultra High Frequency Tv Assn., has renewed his plea that the Commission permit the organization to present a study on the economics of uhf in the Milwaukee ch. 6 situation.

Mr. Poller, in a Dec. 17 letter to FCC Comr. John C. Doerfer, referred to Mr. Doerfer's address to the Maryland-District of Columbia Radio & Television Broadcasters Assn. Dec. 11 [B•T, Dec. 14]. In that talk, Mr. Doerfer reported that an FCC study showed that uhf stations were getting along "pretty good" and that the future of high-band tv depended on programming and intelligent management. Mr. Doerfer also warned that broadcasters who seek individual relief from competition are inviting increased government control.

### Not Comparable

"It is not possible to compare the starting years of vhf with the present vhf-uhf situation," Mr. Poller wrote. "All stations were equal at the start of vhf; such is not the case today. The uhf owners today in more than 90% of the markets are generally on an equal basis. In some few markets where the services are mixed, the uhf stations do not seek any economic protection or technical advantage but they do feel they are entitled to equality within the concept of the Act, to wit, a competitive tv system. . . ."

In asking for the Commission to hear the association's case regarding mixed markets, Mr. Poller added: "The Commission should have these facts while they are pertinent and not when they become academic."

UHFTA asked the Commission to withhold the assignment of vhf ch. 6 to Whitefish Bay, Wis. (Milwaukee), until it could present a study of mixed (vhf-uhf) markets. The Commission denied this petition. Last week, the UHFTA filed a petition for reconsideration (see separate story on adjacent page).


# Obviously OUTSTANDING . . .

## QUI SERA LE CHEF CORDON BLEU?

"Who will be the Blue Ribbon Chef?" The answer was provided recently at the climax of WMBD's Chef Cordon Bleu Contest when the eight finalists competed for top honors.

Promoted on WMBD's Morning Call program, there were 8 weekly contests —one each on appetizers . . . soups . . . salads . . . fish entrees . . . meat entrees . . . potatoes . . . vegetables . . . desserts. The winning dishes were prepared by the kitchen staff of one of Peoria's leading hotels and served at a banquet in the main ballroom. The enormous success of the event is evidenced by the following:

- **1127 Different Recipes Were Submitted**
- **$2000.00 in Prizes Was Distributed**
- **319 People Paid to Attend the Final Banquet**

WMBD's Chef Cordon Bleu Contest is IDEA PROGRAMMING at its best! Listenership of the already popular Morning Call program increased tremendously . . . tie-in products profited sales-wise. WMBD dominates the Peoria area through IDEA PROGRAMMING.

## TO SELL THE HEART OF ILLINOIS, BUY WMBD!

*See Free & Peters*

AM WMBD FM

*FIRST in the Heart of Illinois*

**PEORIA**
**CBS Radio Network**
**5000 Watts**




XUM

# Examiner Allows New Issue in Hartford Bid

## Hartford Telecasting gets right to question economic influence of Travelers Insurance Co. (WTIC) in the vhf ch. 3 competition.

NEW SCOPE for the Hartford, Conn., vhf ch. 3 tv hearing was allowed by FCC Examiner Fanney N. Litvin last Monday in a ruling granting in part Hartford Telecasting Co.'s motion that it be allowed to include as a contention of "significant difference" the economic influence of Travelers Insurance Co., parent firm owning WTIC, the other ch. 3 applicant [B•T, Dec. 21].

In brief, the detailed opinion by Mrs. Litvin means that Hartford Telecasting now may argue that it should be preferred over WTIC because Travelers "is the dominant economic power in the Hartford area" and diversification of media is in the public interest.

The examiner's decision amended her memorandum opinion and order of Nov. 25 which determined the course of the conduct of the hearing, after the hearing conference, and set forth the points of contention to be argued by the applicants. The procedure is pursuant to the hearing speed-up plans put into effect by FCC during the past year.

Nine points of contention were requested to be added by Hartford Telecasting, but the examiner allowed only part of them, including the first, which she said appeared to summarize them all. The first point allowed stated:

**Travelers Broadcasting Service Corp. is a wholly-owned subsidiary of Travelers Insurance Co., and except for P. W. Morency, all its directors are directors or officers of Travelers Insurance Co. The parent corporation is the real party in interest in this proceeding. The Travelers Insurance Co., through its ownership of stock in other insurance companies, banks, public utilities, railroads, and industrial companies, through its investments and deposits of money and through interlocking directorates, is the dominating economic power in the Hartford area. Its extraordinary economic power and influence are enhanced by the ownership of Station WTIC, the most powerful am radio station in the area. Hartford Telecasting Co. Inc. asserts that it would be contrary to the public interest for The Travelers Insurance Co., already dominating and controlling the economic life of the Hartford area through its financial power and its operation of Station WTIC, also to be authorized to own and operate the area's only vhf television station.**

The examiner also allowed in Hartford Telecasting's contention paragraphs 2, 4 and 5 but denied paragraphs 6 through 9. Paragraph 3, citing source of facts used, was not held relevant.

Paragraph 2 cited Travelers' application and its list of the business and financial interests of its officers and directors, plus a balance sheet for the insurance firm as of Dec. 31, 1952, which showed that, in addition to certain railroad and public utility bonds and stocks, the company owns other bonds and stocks worth in excess of $225 million.

Paragraph 4 listed other insurance firms believed to be under the control of Travelers, while paragraph 5 recited in detail other interests of Travelers in additional insurance firms, banks, public utilities, railroads and industrial firms.

Concerning banks, the contention reads in part: "Of the six state banks, one national bank and four savings banks in Hartford, The Travelers Insurance Cos. own stock in, or have a representative upon the board of, or both, of all except one state bank and one savings bank. The Travelers Insurance Cos. own stock in many additional banks in the vicinity of Hartford and elsewhere. . . ."

Paragraphs 6 and 7, denied inclusion and cited alleged "abuses" of economic power by Travelers.

### Balance Sheet Brought In

Paragraph 8, denied by the examiner, asserted the balance sheet of Travelers Broadcasting Service Corp., WTIC licensee, "shows developmental expenses capitalized as an asset in the amount of $1,425,000 and shows as a liability an income note in the amount of $650,000. Upon information and belief, these balance sheet items are a carry-over from an application of Travelers Broadcasting Service Corp. for assignment of license of WTIC and the note is held by The Travelers Insurance Co. This application was the subject of hearing in 1937-38 and was denied by the Commission upon findings that both the capitalization of the developmental expenses and the note were not in the public interest."

Likewise denied, Paragraph 9 contended that "upon information and belief, The Travelers Insurance Co. has represented in its reports to the Commissioner of Insurance of Connecticut and other states that neither its stock in Travelers Broadcasting Service Corp. nor the Travelers Broadcasting Service Corp. $650,000 note it holds, is of any value. The Travelers Insurance Co. in its reports to stockholders for over the last 20 years has never discussed its activities in the broadcasting field, nor do such reports disclose its ownership of the stock of the Travelers Broadcasting Service Corp."

Examiner Litvin concluded that "in the present stage of this proceeding, a modification of the hearing order will not result in delay," as charged by Travelers. Case is scheduled for oral cross examination in Washington commencing Jan. 18. Bulk of the hearing already has been presented in written form.

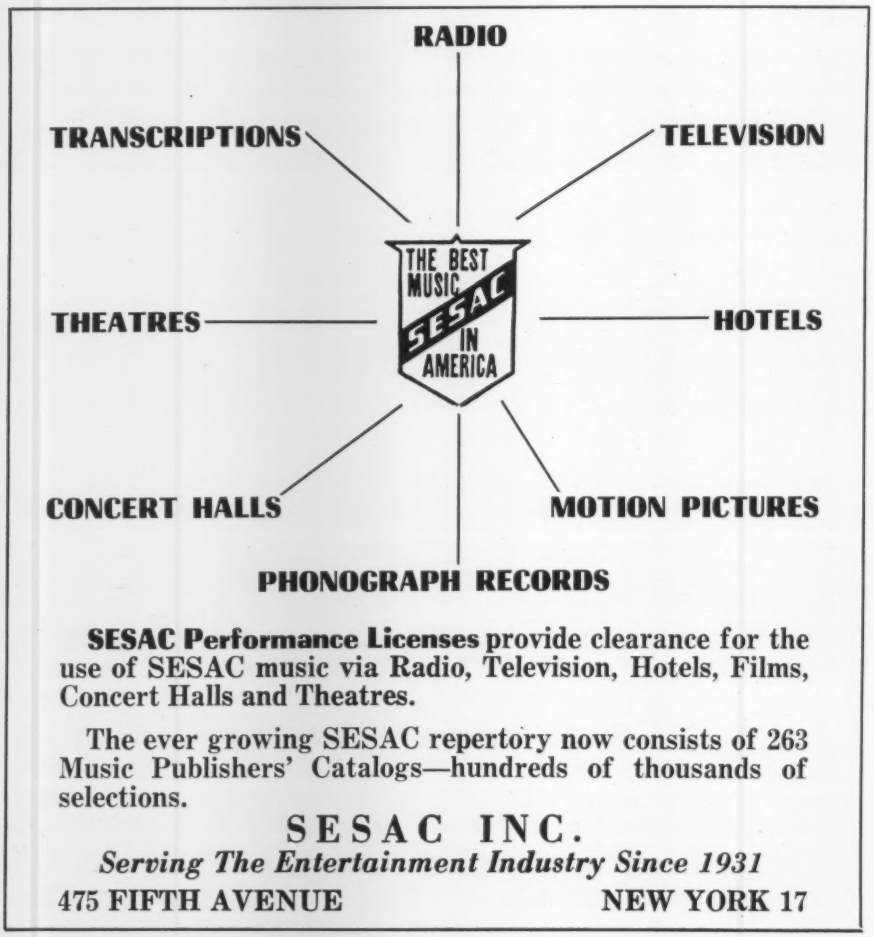
Hartford Telecasting is headed by contractor Clifford S. Strike and Capt. Harry C. Butcher, owner of KIST Santa Barbara, Calif., and part owner of vhf ch. 3 KEYT (TV) Santa Barbara.

## Walkie-Talkie Frequency?

RESERVED frequency for walkie-talkie radios used by civil defense agencies in Louisiana may be asked by the state's Civil Defense Council, according to E. Newton Wray, KTBS-AM-FM Shreveport, communications advisor to the committee. Mr. Wray said civil defense agencies have been relying on the Army and National Guard in the past, but in event of war might need their own frequency.

## WITH-TV Ch. Shift Proposed

WITH-TV Baltimore would be allowed to shift its cp for uhf ch. 60 to ch. 72 under a notice of proposed rule making and order to show cause issued Tuesday by the FCC. The permittee asked the shift because WCHA-TV Chambersburg, Pa., on ch. 46, is less than the required 60 miles way from only available high ground where WITH-TV antenna sites could be located, including the present WITH-FM tower.


**SESAC Performance Licenses provide clearance for the use of SESAC music via Radio, Television, Hotels, Films, Concert Halls and Theatres.**

**The ever growing SESAC repertory now consists of 263 Music Publishers' Catalogs—hundreds of thousands of selections.**

**SESAC INC.**

***Serving The Entertainment Industry Since 1931***

**475 FIFTH AVENUE NEW YORK 17**

## Zenith Re-argues Case On Ch. 2 to Appeals

ZENITH Radio Corp. re-argued its case on why its tv application for Chicago's ch. 2 should be reinstated before the U. S. Court of Appeals in Washington last week, with Judge John A. Danaher, former Connecticut senator, sitting in place of Judge Charles Fahey, who disqualified himself two weeks ago [B•T, Dec. 21]. Judge Danaher was joined by Judges E. Barrett Prettyman and David L. Bazelon, who also sat when the case was first argued early this month [B•T, Dec. 7].

At issue is the channel now occupied by CBS' WBBM-TV. Argument mainly revolved around this: If the FCC decision is reversed should Zenith have its hearing with CBS or Balaban & Katz Inc., subsidiary of United Paramount Theatres Inc.?

Zenith filed its application in 1948. At that time Balaban & Katz's WBKB (TV) Chicago operated on ch. 4. As a result of the tv freeze, the Commission ordered WBKB to move to ch. 2. It also dismissed Zenith's application on the ground the radio-tv manufacturer had waived its rights to a comparative hearing by failing to participate in the allocation proceedings and in the WBKB renewal hearing. Concurrently, because of the merger of ABC with UPT, giving the new American Broadcasting-Paramount Theatres Inc. two stations in Chicago, WBKB's facilities were sold to CBS for $6 million.

Arguing for Zenith was Edward K. Wheeler, of the Washington law firm of Wheeler & Wheeler. Representing the FCC was J. Roger Wollenberg, and for CBS, Judge Samuel I. Rosenman, of the New York law firm of Rosenman, Colin, Goldmark & Kaye.

Judge Fahey disqualified himself after the argument early this month because of his association with one of the counsel for the parties. It was understood Judge Fahey and Judge Rosenman previously worked together on some private cases.

## Violations Unintentional, Says WKNK in Plea to FCC

WKNK Muskegon, Mich., last week petitioned the FCC to reconsider its show cause order on revocation of its license on grounds the violations were unintentional and were due to extraordinary circumstances.

The FCC show cause order of last August charged WKNK permitted unlicensed persons to operate the station, had failed to make a record of transmitter performance measurements, failed to maintain antenna tower lights in operating condition, permitted operation with a defective phase monitor, failed to have required entries made in the station's operating log and had permitted operation of the station below authorized power [B•T, Aug. 24].

WKNK's detailed petition explained the circumstances of each alleged violations and contended that "they occurred without willfulness or intention on the part of the licensees; that the licensees have earnestly sought to conform to the Commission's requirements to the best of their ability and understanding; that to the extent they may have failed to comply with all applicable operator requirements, this failure was verily the result of a sudden emergency . . . combined with what was apparently a sudden change of Commission policy and practice with respect to permitting the temporary use of lower class operators."

WKNK, founded in 1949, is owned by Nicholas W. and Gladys Kuris and operates on 1600 kc, with 5 kw unlimited, directional.

## FCC Completes Ownership Report Form 324 as Amended

FCC last week finalized rule-making to amend its annual ownership report form 324 to incorporate additional simplification and delete the summary estimate from 324-A.

The change will become effective 30 days after publication in the *Federal Register*. Copies of the revised form 324, covering the year 1953, will be mailed to networks and stations at the end of January and must be filed on or before April 1.

The following sections of the rules are amended:

**Section 0.206(c) is amended to read as follows: "(c) All applications and amendments thereto filed under Title II and Title III of the Act, including all documents and exhibits filed with and made a part thereof, and all communications protesting or endorsing any such applications, authorizations, and certifications issued upon such applications; all pleadings, depositions, exhibits, transcripts of testimony, reports of examiners or presiding officers, exceptions, briefs, proposed reports, or findings of fact and conclusions; all minutes and orders of the Commission. The information filed under § 1.341 and network and transcription contracts filed pursuant to § 1.342 shall not be open to public inspection. The Commission may, however, either on its own motion, or on motion of an applicant, permittee or licensee, for good cause shown, designate any of the material in this subsection as confidential."**

**Section 1.341(a) is amended to read as follows: "1.341 Financial report, broadcast licensees and permittees.—Each licensee of a broadcast station (standard, FM, television and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before April 1 of each year on Form 324 broadcast revenue and expense statements for the preceding calendar year together with a statement as to investment in tangible broadcast property as of December 31 of such calendar year."**

**Section 1.341(b) is deleted.**

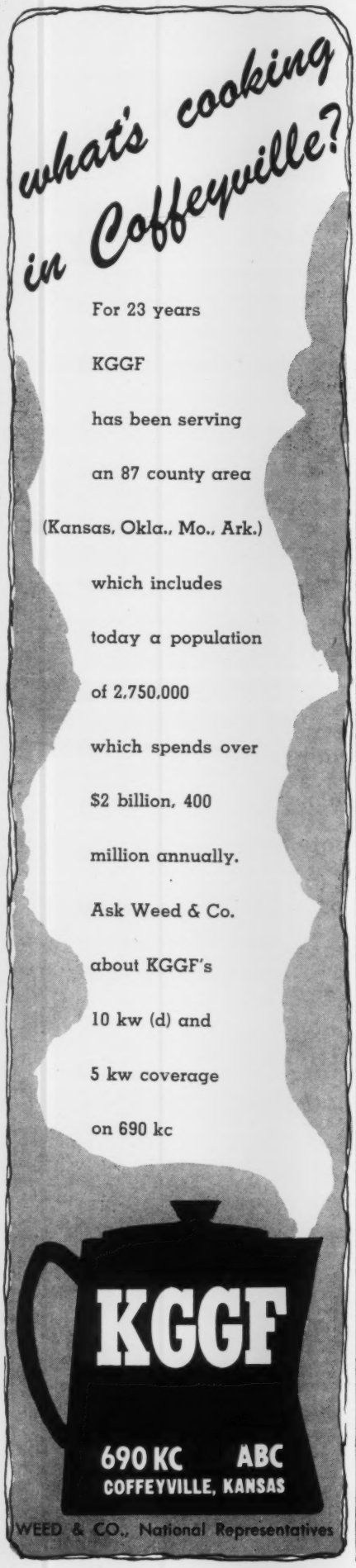

A solution to your Chicago Sales Problems...

During 1953, more local retail and national spot advertisers sponsored programs on WGN-TV than on any other Chicago TV station.

These advertisers are selling a great, receptive, active-buying audience through WGN-TV's top power and increased coverage.

*Large or small, if you're interested in increasing your sales—it's WGN-TV in the Chicago market.*

The Chicago Tribune Television Station







# POLITICS CHARGED IN DES MOINES CH. 8 CASE

**KSO attorney Benito Gaguine charges a KRNT official told KSO's President Kingsley Murphy Jr. that 'outside influence' would determine which station gets Des Moines' vhf ch. 8. KRNT President Gardner Cowles doubts any such statement was made.**

POLITICS were charged last week in the Des Moines vhf ch. 8 hearing before FCC, involving the bids of KSO, headed by Kingsley H. Murphy Jr., and Cowles' KRNT, both Des Moines.

KSO attorney Benito Gaguine charged before Examiner Millard French that James M. Milloy, KRNT vice president, had told Mr. Murphy Dec. 21 in effect that the case would be decided on the basis of "outside influence, including the White House." Mr. Gaguine said he would produce testimony to that effect. The charge was doubted by Gardner Cowles, president of Cowles Broadcasting Co., licensee of KRNT and WNAX Yankton, S. D., and operator of vhf ch. 9 KVTV (TV) Sioux City, Iowa. Mr. Murphy took over the KSO presidency upon the death of his father, Kingsley H. Murphy Sr.

**Mr. Cowles**

### Asks Approval

The incident occurred Tuesday as Mr. Gaguine cross-examined Mr. Cowles. Mr. Gaguine alleged "political pressure" was indicated and he wanted to know if Mr. Cowles approved.

"I do not approve of it if there was any such threat made and I don't think there was any such threat made," Mr. Cowles replied.

Mr. Gaguine asked the witness "if Milloy said to Murphy, 'It makes no difference what goes into the record, the White House will see that Cowles will be taken care of,' do you disagree with Mr. Milloy's views?"

"I don't believe he ever said that," Mr. Cowles stated, as KRNT's counsel interposed objection to Mr. Gaguine's "wild conjecture." KRNT is represented by Paul Segal.

Mr. Cowles said he had never instructed Mr. Malloy to contact Mr. Murphy, but Mr. Malloy had informed him he wanted to get acquainted with the KSO president.

Under earlier questioning, Mr. Cowles had expressed the view that cases such as the Des Moines television fight should be decided entirely on the respective merits of the applicants.

Mr. Gaguine asked the KRNT president if he thought his acceptance of a government assignment "would have any bearing" on the tv case.

"Heavens, no!" the witness asserted.

Mr. Cowles leaves for the Middle East Dec. 31 on a combined private trip and mission for the International Development Advisory Board. He is paying his own expenses, Mr. Cowles told reporters later, and he had been asked to take the assignment when the government learned of his planned trip.

Mr. Cowles also denied to Mr. Gaguine that the case could be affected in any way by the fact his brother, John Cowles, chairman of the board of Cowles Broadcasting, was a member of a federal budget advisory committee.

Hearing resumes in Washington Jan. 4.

# FCC Denies KSTM-TV Channel Changes Plea

DENYING a petition by uhf ch. 36 KSTM-TV St. Louis for substitution of four uhf channels for two vhf channels open there, FCC last week termed the proposal a "waste of valuable spectrum space" and contrary to the Commission's intermixture policy.

Repeatedly unsuccessful in its efforts to apply for vhf ch. 11 at St. Louis as well as at East St. Louis, Ill., KSTM-TV contended the extra uhf channels would hasten full-scale television in St. Louis and eliminate the need for hearings on vhf chs. 4 and 11 [B•T, Oct. 19]. In reply, FCC concluded in its opinion and order:

By its request that vhf chs. 4 and 11 be replaced by uhf channels in St. Louis, petitioner is seeking, insofar as possible, to eliminate the intermixture of vhf and uhf assignments in St. Louis. The Commission explained in the Sixth Report issued in our recent television proceedings in Docket 8736 **et al.**, why we considered an assignment plan based on intermixture of vhf and uhf channels both necessary and desirable.

The Commission recognized that while uhf broadcasters in areas where vhf stations existed would be faced with economic problems, the public interest required that in formulating an assignment plan which was to be the basis of the overall development of television for many years to come, a long-range view must be taken.

The Commission stated its view in the Sixth Report—and we are still of this view—that uhf stations will eventually compete on a favorable basis with vhf stations. If our nationwide assignment plan is to prove effective, uhf stations must constitute an integral part of a single, nationwide television service. If intermixture were avoided as suggested by petitioner, it would be necessary to limit the number of assignments in certain cities even though a need for such additional frequencies in the communities existed.

A more extensive television service can be made available where some vhf assignments are made in as many communities as possible than where only vhf assignments are made in some communities and only uhf in others. The Commission, moreover, made clear in the Sixth Report that it believes that wherever possible vhf assignments should be employed in large cities to take advantage of the wide-area coverage afforded by such channels.

Deleting chs. 4 and 11 from St. Louis, therefore, would constitute a waste of the valuable spectrum. We do not believe that the Commission's principles of television assignment should be departed from merely because of some temporary adverse effect on private interests. (See our Report and Order [FCC 53-1599] issued on Dec. 4, 1953, with reference to the assignment of ch. 6 to Whitefish Bay, Wis.)

# FCC Returns KSTM-TV Bid

ONCE again FCC has turned down the plea of uhf ch. 36 KSTM-TV St. Louis for acceptance for filing and comparative hearing on its application for St. Louis' vhf ch. 11 at East St. Louis, Ill. [B•T, Dec. 7]. FCC returned the East St. Louis bid and refused to reconsider an earlier action denying acceptance of the application as inconsistent with the rules which forbid an existing station to seek another tv channel in the same area. KSTM-TV previously was denied acceptance of its bid for ch. 11 at St. Louis or to substitute uhf channels for the city's unassigned vhf facilities (see story above).

## FCC Rejects Protest Of CBS' St. Louis Bid

PROTEST by St. Louis Telecast Inc. against the provision of FCC's new multiple ownership rules which would allow CBS' KMOX to remain in the St. Louis ch. 11 hearing was turned down last week by the Commission [B•T, Dec. 7]. Others seeking ch. 11 include 220 Television Inc. and St. Louis Amusement Co.

The new multiple ownership rules, which take legal effect Jan. 4, 30 days following publication in the *Federal Register* Dec. 3, limit television station ownership to five outlets for a single entity. A "grandfather clause," footnote 10, however, would allow CBS to continue in contest on condition it give up another interest in event of a grant.

The Commission concluded in its ruling on the St. Louis Telecast pleading, "It is our view, in the light of the pleadings filed by the parties and upon a review of the basis and provisions of footnote 10 that the procedure provided therein is fair and workable and that the request that it be stricken is without merit."

Comr. Hennock dissented, citing her earlier dissent to the multiple ownership rules [B•T, Nov. 30].

## Colonial's Ch. 3 Appeal Will Be Heard Jan. 11

COLONIAL Television's appeal on vhf ch. 3 at Montpelier, Vt., was scheduled for oral argument Jan. 11 by FCC last week. Colonial has appealed a FCC Hearing Examiner's order denying its petition to amend its bid for a new tv station on ch. 3 and to the initial decision proposing to grant the facility to WCAX Burlington and denial for default of its own application [B•T, Oct. 5].

Colonial's petition to amend was denied on grounds "that the amendment reflected substantial changes from the original application with respect to such matters as cost of construction, programming, hours of operation, visual power, and site, and that the petition was not supported by a showing of 'good cause' for late filing within the meaning of Section 1.365 of the Commission's Rules."

The examiner held Colonial in default because "Colonial at the hearing had announced it proposed to make a showing only with respect to its amended proposal and not in support of its original application."

## 'Giveaway' Hearing Feb. 1

ARGUMENT on the legality of the FCC's rules on giveaways will be held before the Supreme Court the week of Feb. 1, it was reported last week. This is a postponement from the week of Jan. 11. Briefs have to be submitted by the FCC Jan. 11, and by the networks (ABC, CBS and NBC) by Jan. 25. The FCC appealed a New York Special Court decision which held that its 1949 regulations regarding giveaway programs went too far in interpreting the Lottery Law [B•T, Oct. 19]. Pending settlement of the legality of its rules, the FCC suspended the effective date of the lottery provisions.

## Kane Bid in Clear

APPLICATION of Hilltop Management Corp. for a new am station at Kane, Pa., on 960 kc with 500 w daytime was removed from hearing by FCC last week and returned to the processing line. Action was occasioned by withdrawal of a competitive bid by Northern Allegheny Broadcasting Co., which amended its bid to specify 1590 kc with 500 w day at Kane.

## FCC Reports to Congress

NINETEENTH annual report of the FCC was submitted to Congress last week by Chairman Rosel H. Hyde covering the fiscal year ended June 30, 1953. The 161-page document reviews Commission activities and highspots events of the year (see review of report on page 76).

FCC also sent to Congress a supplement to the report giving biographical information about its personnel.

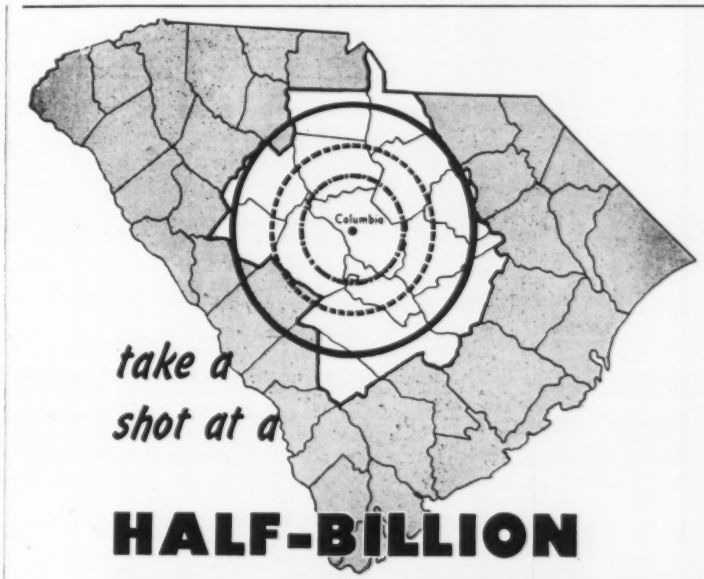
## Bartley Raises Question On Ownership Control

QUESTION of station ownership for purpose of investment only was raised last week by Comr. Robert T. Bartley who opposed the transfer of control of WMRE Monroe, Ga.

The transfer of control from John W. Jacobs Jr. and Claude Williams Jr. to Clarice Prichard and Warren G. Gilpin for $1,500, however, received FCC approval by a 3 to 2 vote.

Comrs. Hennock and Bartley dissented and voted for a letter of further inquiry. Comr. Bartley said:

**. . . If the reasons for the transfer are limited to those stated by the transferees (namely, 'may return to home state of Georgia and would like to have investment' and 'wishes**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Columbia, South Carolina's 14-County trading area

WNOK-TV

COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — *three times the national average.*

COLUMBIA — center of thriving 14-county trading area. Population: 595,700. E.B.I. $578,686,000!*

*SOURCE — Sales Management Survey of Buying Power May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.

*Network Affiliation:*
WNOK-TV Channel 67
CBS-TV—Du Mont
WNOK 1230 kc.
MUTUAL

Represented By
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PALMETTO
RADIO CORPORATION
*Studios:* 1811 Main Street • COLUMBIA S.C.

*Early 18th Century Blunderbuss*

to invest in the broadcast field'), then I would consider a grant of the application to be a departure from our long established policy concerning protection of the public interest. We do not license the use of frequencies for the private benefit of the licensee, but for the benefits the public derives from the service rendered. I believe that anyone seeking to become a licensee for the sole purpose of investment lacks understanding of the purposes for which a license is granted. This raises a question in my mind as to his qualifications to be entrusted with the responsibility of operating a broadcast station in the public interest.

## FCC Adheres to Decision In 1230 Kc Appeals Brief

THE FCC followed a proper course in deciding between Allentown Broadcasting Co. (WHOL) and the Easton Publishing Co. (*Easton Express*) in its 1950 hearing on which Pennsylvania city should get 1230 kc with 250 w, the Commission said last week in filing its brief with the U. S. Court of Appeals in Washington.

FCC's decision in favor of the *Easton Express* came after the Commission held a second hearing on both applications in 1950. In the first hearing, in 1947, the Commission granted the frequency to what is now WHOL. Appeal to courts by the Easton newspaper resulted in remanding of the case to the Commission by the court on grounds the FCC did not determine whether Easton or Allentown needed the service more.

The Commission decided a completely new hearing was necessary and held such a hearing in 1950. The examiner issued an initial decision in favor of continuing WHOL. However, the Commission overruled the examiner and decided in favor of the Easton applicant. WHOL, which has operated under the initial grant, in turn appealed to the Court, alleging that (1) the decision violated the equal facilities provision of the Communications Act, (2) the Commission erred in holding a new hearing instead of reopening the old one when the court remanded the case, (3) the Commission erred when it considered the number of stations presently operating in Allentown in judging Allentown's requirement for an additional station, (4) the Commission mistakenly reversed the examiner's initial decision, and (5) the participation of the General Counsel in the hearing violated regulations.

## High Court to Hear Banned Film Arguments

THE U. S. Supreme Court will hear arguments Jan. 6 on two motion pictures which have been banned in two states [B•T, Dec. 14]. The films are "M" and "La Ronde." Private showing for the court will take place Jan. 4 and 5.

"M," a remake of a German film about a psychotic who murders young girls, was banned by Ohio censors on the ground it was "harmful." "La Ronde," a French import, was banned by New York censors as "immoral."

Both Superior Films Inc. and Commercial Pictures Corp., owners of distribution rights to "M" and "La Ronde," respectively, argued in briefs submitted last week that pre-censorship of motion pictures is unconstitutional as a violation of the First and Fourteenth Amendments. They also claim grounds for rejection of exhibition licenses—i.e. "harmful" and "immoral"—are vague and indefinite.

As part of the argument on the right of motion pictures to be free from pre-censorship, both appellants point to the 1949 Circuit Court decision in Philadelphia which held Pennsylvania censors could not pre-censor films shown on television. This was on the ground that the federal government has pre-empted the field of communications.



# TV-ON-AIR TOTAL NEARS 350 MARK

### Count as of last Wednesday was 226 vhf and 116 uhf, with still more stations expected on air by today. By New Years the total should top 350.

TOTAL operating tv stations neared the 350 mark last week. As of last Wednesday, 226 vhf and 116 uhf, were reported on the air with six more scheduled to begin commercial operations later in the week.

At present, ten are slated to start programming before the year is out and another 14 to begin on New Year's Day.

The six stations slated to start at or before Christmas were:

**KOA-TV Denver, Colo., vhf ch. 4 (NBC), represented by Edward Petry & Co.**

**WMGT (TV) Adams-Pittsfield, Mass., uhf ch. 74, represented by Walker Representation Co.**

**WNCT (TV) Greenville, N. C., vhf ch. 9 (CBS, DuMont), represented by John E. Pearson Tv Inc.**

**WSTV-TV Steubenville, Ohio, vhf ch. 9 (CBS), represented by Avery-Knodel Inc.**

**WEAU-TV Eau Claire, Wis., vhf ch. 13 (NBC, ABC, DuMont), represented by George P. Hollingbery Co.**

**KFBC-TV Cheyenne, Wyo., vhf ch. 5 (CBS), represented by George P. Hollingbery Co.**

This gives Cheyenne (and Wyoming) its first home video outlet: Adams-Pittsfield, Greenville, Steubenville and Eau Claire also get their first. Denver gets its fourth.

KOA-TV and KFBC-TV both had their transmitter towers toppled by strong winds in early December. At the time, the stations pledged they would begin by Christmas despite a handicap of having to construct new towers.

Starting at full power of 100 kw, KOA-TV will present a dedicatory program including a filmed sequence depicting the outlet's hopes and plans, Don Searle, executive vice president, reported.

KTVU (TV) Stockton, Calif. (ch. 36), which began regular operation Dec. 18, will serve a primary area extending from Sacramento to Modesto and west to Berkeley Hills, according to Knox La Rue, general manager. Good signal has been reported from 160 miles north and south.

Commencing programming Dec. 13, WJHP-TV Jacksonville, Fla. (ch. 36), is affiliated with NBC-TV and ABC-TV, a station spokesman said.

WCOC-TV Meridian, Miss. (ch. 30), expects to be on the air Jan. 1 with full 252 kw power, Withers Gavin, president, announced.

Construction of a new transmitter and studio building of WKNY-TV Kingston, N. Y. (ch. 66), was begun last week, Robert M. Peebles, vice president-general manager, announced. It is expected to be completed by Jan. 22. Inner anchors and foundations for the station's 600-ft. tower have been poured.

WWTV (TV) Cadillac, Mich., started regular test patterns Dec. 13 on ch. 13, the station reported. Regular programming is slated for Jan. 3.

First station for Alaska, KFIA (TV) Anchorage (ch. 2), according to Glenn Hunt, director of programming, went on the air commercially Dec. 14. The outlet has been transmitting test patterns and trial program material since October. It is affiliated with CBS-TV and ABC-TV.

KATV (TV) Pine Bluff, Ark. (ch. 7), started test patterns Dec. 18 and regular programming the evening after. Reports of signal reception have been gratifying, James P. Walker, general manager, said.

WTSK-TV Knoxville, Tenn. (ch. 26), which went on the air Oct. 18 with regularly scheduled CBS-TV, DuMont and ABC-TV programs, featured 22 live programs the first week of operation and now boasts a total of 35 lives shows, according to Jay Miller, production manager.

Stations due on the air in the next 30 days are:

**CALIFORNIA**

KQED (TV) Berkeley-San Francisco, vhf ch. *9, January '54.

KBID (TV) Fresno, uhf ch. 53, represented by Meeker Tv Inc., January '54.

KSAN-TV San Francisco, uhf ch. 32, represented by Joseph H. McGillvra Inc., January '54.

**COLORADO**

KOA-TV Denver, vhf ch. 4 (NBC), represented by Edward Petry & Co., Dec. 24.

**CONNECTICUT**

WNLC-TV New London, uhf ch. 26, December '53.

**FLORIDA**

WEAR-TV Pensacola, vhf ch. 3 (CBS), represented by George P. Hollingbery Co., Dec. 31.

**IDAHO**

KID-TV Idaho Falls, vhf ch. 3 (CBS, NBC), represented by Gill-Perna, December '53 (granted STA Dec. 17).

**ILLINOIS**

WDAN-TV Danville, uhf ch. 24, represented by Everett-McKinney Inc., December '53 (granted STA Dec. 16).

**KENTUCKY**

WLOU-TV Louisville, uhf ch. 41, January '54.

**LOUISIANA**

WCNO-TV New Orleans, uhf ch. 32, Jan. 1.

**SPECIAL inaugural program as KWTV (TV) Oklahoma City took the air Dec. 20 included announcement of station policies and introduction of stockholders. Board members of the new ch. 9 outlet taking part in the debut include (l to r): Roy J. Turner, president; Edgar T. Bell, executive vice president and general manager of KWTV and its am affiliate, KOMA; John Griffin, chairman of board and president of KOMA Inc.; Luther Dulaney, RCA distributor, and Henry Griffing, Video Theatres. James C. Leake and F. E. Harper, other board members, were not present.**

KSLA (TV) Shreveport, vhf ch. 12 (NBC, CBS), represented by Paul H. Raymer, Jan. 1.

**MARYLAND**

WITH-TV Baltimore, uhf ch. 60, represented by Forjoe Tv Inc., Jan. 1.

**MASSACHUSETTS**

WMGT (TV) Adams-Pittsfield, uhf ch. 74, represented by Walker Representation Co., Dec. 25.

**MICHIGAN**

WNEM-TV Bay City, vhf ch. 5, represented by Headley-Reed Tv Inc., Jan. 24.

WWTV (TV) Cadillac, vhf ch. 13 (CBS, ABC, DuMont), represented by Weed Tv Inc., Jan. 3 (granted STA Sept. 29).

WKAR-TV East Lansing, uhf ch. *60, Jan. 1.

**MISSISSIPPI**

WLBT (TV) Jackson, vhf ch. 3 (NBC), represented by George P. Hollingbery Co., Dec. 28 (granted STA Oct. 19).

WSLI-TV Jackson, vhf ch. 12 (ABC), represented by Weed Tv Inc., January '54.

WCOC-TV Meridian, uhf ch. 30, Jan. 1 (granted STA Nov. 13).

**MISSOURI**

KDRO-TV Sedalia, vhf ch. 6, Jan. 1.

**NEBRASKA**

KHOL-TV Kearney, vhf ch. 13 (CBS, DuMont), represented by Meeker Tv Inc., December '53 (granted STA Oct. 29).

**MANAGING the operations of KTVU (TV) Stockton, Calif. (ch. 36), which went on the air Dec. 18, are Dave Greene (l), manager of operations, and Knox La Rue, general manager.**

**NEW JERSEY**

WRTV (TV) Asbury Park, uhf ch. 58, Jan. 9 (granted STA Dec. 10).

**NEW YORK**

WKNY-TV Kingston, uhf ch. 66 (NBC, CBS, DuMont), represented by Meeker Tv Inc., January '54.

WEOK-TV Poughkeepsie, uhf ch. 21, January '54.

WTRI (TV) Schenectady, uhf ch. 35, Jan. 15.

**NORTH CAROLINA**

WAYS-TV Charlotte, uhf ch. 36 (ABC), represented by The Bolling Co., Jan. 1.

WNCT (TV) Greenville, vhf ch. 9 (CBS, DuMont), represented by John E. Pearson Tv Inc., Dec. 23 (granted STA Dec. 9).

WMFD-TV Wilmington, vhf ch. 6 (NBC), represented by Weed Tv Inc., Dec. 31.

**OHIO**

WMAC-TV Massillon, uhf ch. 23, represented by Edward Petry & Co., Jan. 1.

WSTV-TV Steubenville, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 24 (granted STA Sept. 16).

WUTV (TV) Youngstown, uhf ch. 21, represented by Edward Petry & Co., Jan. 1.

**OKLAHOMA**

KCEB (TV) Tulsa, uhf ch. 23, represented by The Bolling Co., Jan. 1.

**OREGON**

KPIC (TV) Salem, uhf ch. 24, December '53 (granted STA Aug. 4).

**PENNSYLVANIA**

WQED (TV) Pittsburgh, vhf ch. *13, Jan. 1.

WARM-TV Scranton, uhf ch. 16, represented by George P. Hollingbery Co., Jan. 1.

**SOUTH CAROLINA**

WACA-TV Camden, uhf ch. 15, January '54.

WGCT (TV) Greenville, vhf ch. 4 (NBC), represented by Weed Tv Inc., Jan. 1.

WSCV (TV) Spartanburg, uhf ch. 17, January '54.

**TENNESSEE**

WLAC-TV Old Hickory (Nashville), vhf ch. 5, Jan. 1.

**TEXAS**

KMID-TV Midland, vhf ch. 2 (NBC), represented by O. L. Taylor Co., December '53 (granted STA Dec. 8).

KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by Paul H. Raymer, December '53.

**VIRGINIA**

WBTM-TV Danville, uhf ch. 24, represented by George P. Hollingbery Co., Jan. 15.

**WASHINGTON**

KVAN-TV Vancouver (Wash.)-Portland (Ore.), uhf ch. 21, Jan. 15.

**WEST VIRGINIA**

WJPB-TV Fairmont, uhf ch. 35, represented by Gill-Perna Inc., Jan. 1.

**WISCONSIN**

WEAU-TV Eau Claire, vhf ch. 13 (NBC, ABC, DuMont), represented by George P. Hollingbery Co., Dec. 23 (granted STA Dec. 9).

WNAM-TV Neenah, uhf ch. 42, represented by George W. Clark Inc., Jan. 5.

**WYOMING**

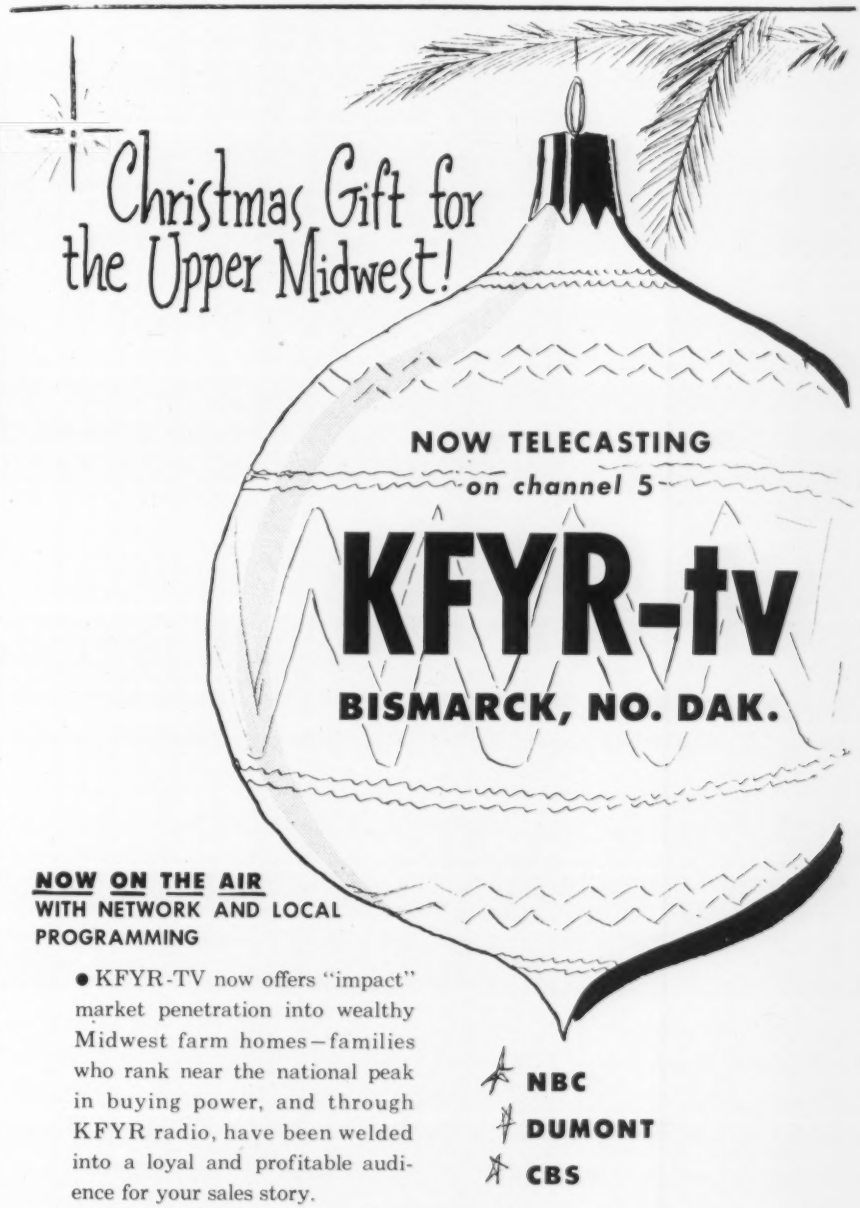
KFBC-TV Cheyenne, vhf ch. 5 (CBS), represented by George P. Hollingbery Co., Dec. 25 (granted STA Dec. 3).

**HAWAII**

KULA-TV Honolulu, vhf ch. 4, Jan. 1.

## Just as Predicted

"WE MADE IT!" crows WIBW-TV Topeka in an oversize promotional postal card pointing out it had begun telecasting on vhf ch. 13 Nov. 15 as anticipated in five previous "interim" reports on its progress in making the mid-November target date. The card lists *Club Thirteen*, *Six Gun Theatre* and *Drama on Thirteen* as having "choice" participating spots open.



Christmas Gift for the Upper Midwest!
NOW TELECASTING
on channel 5
KFYR-tv
BISMARCK, NO. DAK.
NOW ON THE AIR
WITH NETWORK AND LOCAL PROGRAMMING
• KFYR-TV now offers "impact" market penetration into wealthy Midwest farm homes—families who rank near the national peak in buying power, and through KFYR radio, have been welded into a loyal and profitable audience for your sales story.
NBC
DUMONT
CBS
KFYR-tv CHANNEL 5 BISMARCK, NO. DAK.
REPRESENTED NATIONALLY BY JOHN BLAIR

## Rep. Condon Loses KGO-TV Time Fight

REP. ROBERT L. CONDON (D-Calif.) lost his fight in San Francisco Superior Court last week to force KGO-TV that city to sell him time to answer allegations of past communist association. Judge Herbert C. Kaufman ruled he found no evidence of any oral contract between the Congressman and the station.

Contending such a contract existed, Rep. Condon had sought station time to reply to charges, made in testimony before a House Un-American Activities sub-committee in San Francisco early this month, that he had attended a closed communist meeting. The hearing was broadcast on KGO radio but was not televised.

Rep. Condon requested free time on the ABC station to reply, but was turned down because management considered the submitted speech "political." His offer to buy tv time followed. That, too, was rejected for similar reasons. Rep. Condon's proposed tv script was submitted to ABC-TV New York which also disapproved its content, according to an affidavit by James H. Connolly, ABC San Francisco vice president.

Rep. Condon had asked the FCC for a complete investigation of KGO-TV's attitude, he disclosed at the start of the controversy. The Congressman, during an interview with Wallace Hamilton on KPFA (FM) Berkeley on Dec. 20, emphatically denied he was a Communist or had been present at the charged closed Communist meeting.

**DINNER honoring Detlev W. Bronk (c), new director of the Rockefeller Institute for Medical Research, past president of Johns Hopkins U. and past chairman of the WAAM (TV) Baltimore program advisory council, was attended by (l to r): Herman Cohen, WAAM vice president; FCC Comr. George Sterling; Dr. Bronk; Ken Carter, general manager, and Ben Cohen, president, both WAAM.**

## KTTV (TV) Boosts Rates About 14% in New Card

KTTV (TV) Los Angeles has issued rate card No. 6, effective Jan. 1, showing an increase of approximately 14% over the current card, with no changes in the discount structure.

Although the new rates are higher than in previous cards, John R. Vrba, sales manager, said the advertisers' cost-per-viewer will be less. Based on KTTV's average ratings, they will pay 34% less at nighttime compared to 1952 and 45% less during daytime periods per thousand homes.

Class A hourly rate (7-10 p.m. Sunday through Saturday) under the new card is raised from $1,200 to $1,400, with one-minute spots increased from $240 to $290 in that same category. Class B time (6-7 p.m. and 10:30 p.m. to midnight, Sunday through Saturday) increased from $800 to $980 per hour, with 60-second announcements raised from $144 to $180.

### It's Up but Down

TWELVE years ago, an advertiser could buy a daytime one-minute announcement on NBC's WNBT (TV) New York for $4. The comparable cost today is $250.

These facts were pointed up last week by Hamilton Shea, general manager of WNBC-WNBT, who hastened to make his point that the WNBT advertiser gets far more for his money today. Distributing copies of the 1941 rate card (No. 1) and the new one which went into effect Dec. 1 (No. 13), he emphasized that whereas there were only 3,000 sets in the nation in 1941, WNBT now serves an area having 3,988,000 tv homes.

Mr. Shea calculated that the cost-per-thousand in 1941 was 1,217 times greater than today, with a daytime one-minute spot costing $1.33 per thousand then as against $0.06 per thousand now.

**JOHN BLAIR & Co. has been appointed national sales representative for WFIL Philadelphia, effective Jan. 7, it was announced last week by Roger W. Clipp, WFIL general manager, and John P. Blair, president of the station representative company. Discussing plans for the future are (l to r) Charles F. Dilcher, manager of Blair & Co.'s Chicago office; Mr. Blair; Kenneth W. Stowman, WFIL general sales manager; Mr. Clipp, and Howard Maschmeier, assistant to Mr. Stowman.**

## Kockritz Named Director Of Storer Programming

APPOINTMENT of Ewald Kockritz as director of programming for the Storer Broadcasting Co. was announced last week by George B. Storer, president. Mr. Kockritz has been program manager of Storer's WGBS Miami for the past six years.

Mr. Kockritz will assume his new duties on Jan. 1. His offices will be in the new home office building of the company, now under construction in Bay Harbor Island, Miami.

In the broadcasting field for 20 years, Mr. Kockritz joined the Storer organization in 1941 as promotion and merchandising manager of WAGA Atlanta. He previously had been program director of KTHS Hot Springs, Ark.; assistant to the director of sales promotion and research of WLW Cincinnati, and promotion manager of WSAI Cincinnati.

## WKNX-TV Plans Own Link

WKNX-TV Saginaw, Mich., described as the only tv station now operating in Northeastern Michigan, has been granted an FCC permit to build a microwave relay between Detroit and Saginaw to bring live network telecasts to the area. William Edwards, WKNX-TV president, hopes the link will be ready for the New Year's Day bowl games.

## WSAZ-TV Sets New Rate

WSAZ-TV Huntington, W. Va., has announced its one-time, class A hourly rate is now $600, with proportional adjustments made for frequency and other time periods used. The change is effective Jan. 1.

## KOWL Reports Business Up

KOWL Santa Monica recorded 49.6% more business in October than in that month of last year, according to General Manager George A. Baron, who also reports each month in 1953 exceeded that same month in 1952 by at least 20%. Station programs predominately for Mexican, Mexican-American and Negro markets of Los Angeles County.

## WITH Executives To Manage WNAV

OPERATION of WNAV-AM-FM Annapolis has been turned over by its owners, Capital Broadcasting Co., to R. C. (Jake) Embry, executive vice president of WITH-AM-FM Baltimore, and Richard Rudolph, general sales manager of the Baltimore outlet.

Norman V. Bergholm, commercial manager, has been named station manager by the new operators, who also are continuing their present duties at WITH. Mr. Bergholm has been in radio management 19 years.

The news-music-sports formula of WNAV will be continued. The station operates with 1 kw on 1430 kc. WNAV-FM is on 99.1 mc with 16.6 kw and has provided storecasting service in the state. Programming will include regular reports by state legislators, Naval Academy basketball and other sports.

## NBC Honors O&O Staffers

THIRTEEN staff members of the NBC owned-and-operated stations division in New York were honored at a luncheon last week for having completed 10 and 20 years of service with the company. Awards of pins and certificates for 20 years of service were made to Richard Close, James V. Coleman, Charles College, Lee Jones and Daniel Murphy. Those honored for 10 years of service were Peter Affee, Ralph Bennett, John G. Chapin, Isabel M. Finnie, Morris Goodman, Donald H. Hickman, Bernard Ibitsky and John Riedel.

## Re-Enactment on Film

KSTP-TV Minneapolis-St. Paul claimed its position in news coverage was elevated another notch earlier this month in its filming with sound the re-enactment of the murder of a deputy sheriff by the accused murderer.

After the murder of Deputy Ernest Zettergren of Anoka County on Dec. 7, Dick Hance, head of KSTP-TV's photographic department, learned the accused man had been apprehended and jailed in Anoka, 30 miles north of the Twin Cities. He dispatched photographer Leo Stock on the morning of Dec. 8 to get pictures of Francis (Sonny) Anderson, accused of the crime.

Mr. Stock phoned back to Mr. Hance that the Anoka County attorney and the sheriff would allow a sound film crew to accompany the law officials to the scene of the crime where their captive would perform a re-enactment of the murder. Mr. Hance promised the law officials that KSTP-TV would furnish them the film to use later as court evidence.

Mr. Hance then sent Skip Nelson and Kenneth Pratt to the scene with a sound camera, along with KSTP-TV newsman Julian Hoschal. The KSTP-TV crew photographed a sound-on-film interview between the officials and the accused man in which the latter described details of the murder. The station received permission from the accused man to photograph him during the re-enactment.

Not only did the film receive local attention, but it also was carried on NBC-TV's *News Caravan* Dec. 9, KSTP-TV reported.

## WAVE Celebrates 20th

PROGRAM marking the 20th anniversary of broadcasting by WAVE Louisville will be presented over NBC Radio today (Monday) 10:30-11 p.m. EST. Titled *Salute to Yesterday*, the program will portray the history of Louisville and America as it was broadcast during the past 20 years. Burt Blackwell, who first signed the Louisville station on the air on Dec. 30, 1933, will be narrator.

## Charles Stone Named WTVU (TV) V. P.-Gen. Mgr.

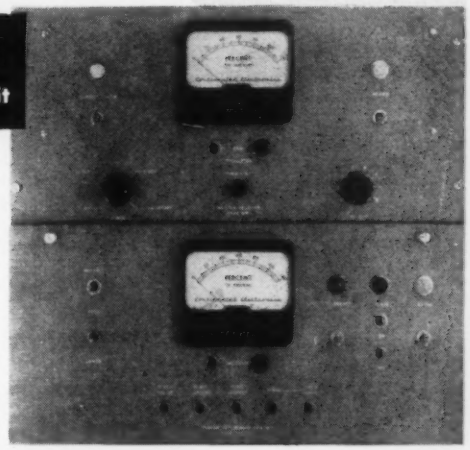
CHARLES W. STONE, former general manager of WNAO-AM-FM-TV Raleigh, N. C., has been appointed vice president and general manager of WTVU (TV) Scranton, Pa., licensed to Appalachian Corp.

Mr. Stone left the WNOA operations earlier this year [B•T, Oct. 26]. WTVU, on uhf ch. 73, went on the air Aug. 17. It is owned by Frank J. Collins, who is president of Appalachian.

The station is concentrating on sports programming, according to Mr. Stone, who points to a special two-hour telecast of Madison Square Garden fights which WTVU picks up from WPIX (TV) New York.

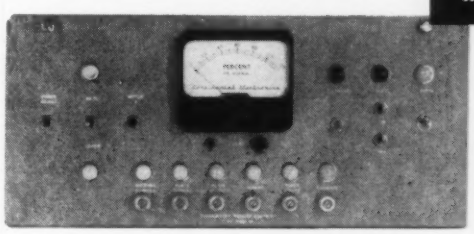

**For Reliability of Remote Control Operation... Specify a *Continental* Installation**

**STUDIO ASSEMBLY**
**Type MR-1 Receiver . . . and**
**Type TRC-S1 Remote Control Unit**



You can perform all operating, metering and monitoring functions right at the studio with this dependable Continental Equipment. Besides being moderate in price, this convenient Remote Control System will pay for itself many times over by greatly reducing AM and FM operating costs. Even the smallest station will find this equipment well within its budget.

**Type TRC-T1 Transmitter Control Unit installed at Transmitter Location**



***Specify both Continental Transmitters and Transmitter Remote Control Equipment for your new or remodeled station. Call or write your Graybar Electronic Salesman for complete details.***

***Outstanding Features***

- **SIMPLIFIED OPERATION** with no telephone dials or charts.
- **FILAMENT AND PLATE CONTROL** by a toggle switch and PLATE OFF and ON buttons. Supervisory lights show transmitter condition. Time delay protects rectifier filaments.
- **OVERLOAD INDICATION** by supervisory light operated by a return signal from the transmitter.
- **MONITOR RECEIVER** feeds modulation and frequency monitors; indicates field intensity; sounds alarm if transmitter fails.

Continental Electronics
MANUFACTURING COMPANY
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IN OVER 100 PRINCIPAL CITIES

# WCKY SELLS

IN CINCINNATI,

*PULSE SAYS:*

WCKY's HIGH RATINGS AND LOW COST GIVES YOU MORE LISTENERS PER DOLLAR THAN ANY CINCINNATI STATION.

TO SELL CINCINNATI—

## BUY WCKY

***With Fifty Grand***
***In Selling Power***

WCKY . . . ON THE AIR EVERYWHERE ● TWE

# CINCINNATI AND THE RURAL SOUTH

IN THE SOUTH,

*NIELSEN SAYS:*

**WCKY HAS AN AVERAGE NIGHTLY AUDIENCE OF 823,530 RURAL FAMILIES IN THE 13 SOUTHERN STATES . . . LARGER THAN ANY STATION COVERING THE SOUTH**

**AND**

**WCKY'S LOW RATE ALLOWS YOU TO BUY THIS AUDIENCE AT 6.1¢ PER THOUSAND . . . 34% *LOWER THAN ANY OTHER STATION IN THE SOUTH.***

TO SELL THE SOUTH —

## BUY WCKY

***With Fifty Grand In Selling Watts***

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK

# E. B. LOVEMAN DIES; WAS PHILCO TV HEAD

ERNEST B. LOVEMAN, 58, vice president and general manager of Philco Corp.'s Television Broadcasting Div. when it operated WPTZ (TV) Philadelphia, died Tuesday of a coronary occlusion suffered in the reception room at the company's main plant in Philadelphia. He had been a member of the Philco Corp. executive staff since sale of WPTZ to Westinghouse Broadcasting Co. last summer.

Mr. Loveman was with WPTZ when the station became the nation's second commercial tv licensee a decade ago and became head of the tv broadcasting unit in 1945.

Born in Georgia, he moved with his family to Philadelphia when a boy. He was graduated from West Philadelphia High School and served in World War I. After the war he joined the former McLain-Simpers Adv. Agency in Philadelphia. He left the agency to become treasurer of Timmons Radio Products Corp., moving to Philco in 1928 when the company entered the radio set manufacturing business. He was Philco advertising manager from 1928 to 1942 when he moved to the tv broadcasting division.

Mr. Loveman was unmarried. He left no survivors. He was a member of Germantown Cricket Club and Huntingdon Valley Country Club.

## John Petrie Dies; Branham Board Chairman

FUNERAL services were held in Chicago last Monday for John Petrie, 68, board chairman and a co-founder of the Branham Co., station representative firm, who died Dec. 19 in Michael Reese Hospital after three months' illness. He helped found John M. Branham Co., successor to Barnard-Branham Co., and predecessor to the present company. Mr. Petrie is survived by his wife, Eva, two daughters and one son.

## Meyers Resigns Jan. 1 As Taylor Western Mgr.

HOWARD B. (HOWDEE) MEYERS, Western sales manager of O. L. Taylor Co., has resigned effective Jan. 1, he announced Tuesday. Mr. Meyers has been with the Taylor firm, whose assets have been acquired by Paul H. Raymer Co., since January 1952. He said he has "no plans for the future." In a letter to Paul Raymer, O. L. (Ted) Taylor and Lloyd George Venard, who has also resigned as president of the Taylor firm, Mr. Meyers said his association has been "gratifying and fruitful" but "events of the past months and more led me to believe this resignation to be quite in order." Mr. Meyers headquarters in Chicago.

## Gifts For 15,000

WOR-AM-TV New York annual Christmas fund campaign raised enough money to provide gifts for about 15,000 children in wards of 100 hospitals in New York and New Jersey, spokesman for stations has reported. As climax to drive, "Tiny" Fairbanks, Mutual personality, took a contingent of entertainers to Jersey City Medical Center on Christmas Eve for a two-hour program of entertainment in children's wards.



# ABC'S KINTNER CITES '53 PROGRESS, POINTS TO FURTHER NETWORK BUILDUP

**President of the radio-tv network outlines the events since the merger with Paramount Theatres early this year and emphasizes that the way ahead will be forward—slowly but surely.**

WHEN, last February, the FCC gave its long-awaited approval of the $25 million merger of American Broadcasting Co. and United Paramount Theatres [B•T, Feb. 16], top executives of the new AB-PT avowed their intention to start immediately to build ABC into a strong competitor for audience and advertising with NBC and CBS, in both radio and tv. At the same time, they emphasized that this was not a task to be completed overnight.

The same note of caution was sounded last week by ABC President Robert Kintner when, in an interview with B•T, he expressed pride in the progress already made by ABC.

"Basically," Mr. Kintner said, "ABC is operating on a five-year plan, not a one-year or two-year quickly-completed program. We are proud of what we've done in the last 10 months. Concentrating chiefly on television to start, we've acquired some top talent, some top programs, and we've sold them all. We've also persuaded some of the nation's top advertisers, such as U. S. Steel, Kraft and Motorola, that ABC-TV is a good medium for their programs.

"We're proud of our tv sponsor list," Mr. Kintner stated. "It's a collection of the nation's blue chip advertisers." Among ABC-TV's clients are: American Chicle, American Home Products, American Tobacco, Armour, Bayuk Cigar, Bristol-Myers, Carter Products, Chevrolet, Derby Foods, Duffy-Mott, duPont, Ekco, Ex-Lax, General Mills, Gruen, Hazel Bishop, Hotpoint, Johnson's Wax, Kellogg, Kraft, Listerine, Mars, Pepsi-Cola, Ralston-Purina, Sherwin-Williams, Speidel, Standard Oil, Sterling Drug, Swanson, Thor, Tootsie Rolls, U. S. Steel and Viceroy. That's not the full list, but it's representative, and Mr. Kintner pointed out that many of these companies are ones which have not previously used ABC facilities.

### Will Show Profit

"ABC is going to show a profit for the last quarter of 1953," Mr. Kintner declared, expressing the conviction that this happy state of affairs, which is in sharp contrast to the network's status in the months preceding the merger, will continue and improve as time goes on.

"Frankly, we've done better this fall than we anticipated," he said, "and in the next several years we hope to continue our progress on a generally forward course. We're realistic enough to expect to get knocked back a little every now and then, but we know that we've embarked on a long-time process. It's been scarcely 10 months that we've had resources to draw on that are comparable with those of NBC and CBS and in that brief time no one could reasonably expect us to get where they are after more than 25 years."

Realizing that even with its new financial stability it would be impractical, if not impossible, to attempt to accomplish the full job at one fell swoop, ABC decided to begin with tv and even there not to try to remodel the full week's programming at once. "We've tried to be careful not to bite off more than we could chew at any time," Mr. Kintner stated, "but to do what we could as we could."

"First," he recounted, "we acquired some good program personalities and properties like Paul Hartman, George Jessel, Ray Bolger, Danny Thomas, *Jamey* and Peter Potter. Then we lined up some top advertisers' programs like *United States Steel Hour*, *Kraft Television Theatre* and Motorola's *Tv Hour*. Then we concentrated on getting a prominent place in the tv scene on Tuesday, Thursday, Friday and Sunday evenings."

Another program, *The Mask*, hour-long mystery drama, will be added to the ABC Sunday evening schedule in January, Mr. Kintner said. It will go into the 8-9 p.m. period, competing with two top variety shows, NBC-TV's *Comedy Hour* and CBS-TV's *Toast of the Town*.

Following up this start, ABC in the next few months will begin acquiring new television program material and getting it ready to go on the network in the fall of 1954 and in 1955 will continue the process. "It's too expensive to be done all at once," he said, "but we expect eventually to wind up with our proper share of key positions on all nights of the week."

Second step of ABC's tv plans will be launched early in the new year, probably in February, when ABC makes its first major move into daytime telecasting by putting the successful morning radio program, *Breakfast Club*, into television as well. Details are still incomplete, Mr. Kintner said. If the present sponsors of the program on radio—Swift, Philco and Toni—want to sponsor it on tv, too, then a simulcast will probably be the answer, he said, whereas if these advertisers decide to confine their *Breakfast Club* sponsorship to radio, the program will go on at some other time of day, probably in the early afternoon. With this as a starter, ABC gradually will extend its hours of tv programming until it is offering its tv affiliates a full-time schedule comparable to that of the ABC Radio Network, but plans for this undertaking are still in the making, it was emphasized.

ABC's first major move to strengthen its daytime radio programming gets underway New Year's Day, Mr. Kintner said, when Martin Block, possibly the country's best-known disc jockey, takes over the 2:35-4 p.m. period each weekday on the ABC Radio Network. Asked why affiliates would drop their own local programming to take a network disc jockey show, Mr. Kintner replied that Martin Block will have many live guests from the ranks of the top recording artists, talent unavailable in most localities, so that the program will be more of a variety show than a straight platter-spinning session, although Mr. Block will, of course, play records on the program.

### Evening Is Problem

"We've got daytime serials on from 10 a.m. to noon, following the *Breakfast Club*," Mr. Kintner said, "and Block in the afternoon. That leaves the evening and frankly that's a problem we're still working on. We are sure there's a place for nighttime radio in the lives of the American public, even the television families, and we're not at all inclined to sit back and turn our radio audience over to tv, but what the right program formula is we don't know as yet."

An innovation in evening network radio programming started by ABC some months ago is the division of the 8-9 p.m. hour into four 15-minute programs—a news period, a musical quarter-hour, a Hollywood romance and a detec-

tive serial—broadcast across the board, Monday through Friday, long the normal daytime pattern. ABC recently asked its radio affiliates to approve a plan to stimulate sales by offering these evenings programs, the *Martin Block Show* and the morning serials to advertisers on a split-sponsorship basis [B•T, Dec. 21].

With the increased production and programming activities calling for increased personnel during the past year, particularly in tv, ABC has accelerated the plan of separating radio and tv personnel begun more than two years ago, Mr. Kintner reported. He cited the inauguration of a tv news department headed by John Daly and a tv sports department under Les Arries as two major steps toward the goal of independent radio and tv operation and said that ABC's advertising and promotion activities will be similarly divided shortly after the first of the year and station relations before fall.

"Before we're through," he said, "the only things left unsplit at ABC will be accounting, publicity and the top executives."

A film syndication department under the supervision of George Shupert has been established as an autonomous entity, completely separated from ABC's tv network operations, Mr. Kintner said. Re-run rights to two popular film series—*Racket Squad* and *Playhouse of Stars*—have been acquired by ABC, he said, with *Racket Squad* already sold in 65 markets and *Playhouse*, which is now being offered on a spot basis, sold in several markets. He stressed that these syndicated programs are available on an even footing to all stations, regardless of whether or not they happen to be ABC-TV affiliates. The film syndication department currently is negotiating for several additional film series on a first-run basis. These should be available within the next few months.

"The same autonomy has been extended to the five radio and five tv stations owned by ABC," Mr. Kintner stated, "with each station manager having full authority to run his station as he sees fit, selecting his own programs and personnel and for all practical purposes acting as if it were his own station and just a regular ABC affiliate. The only requirement we impose is that they must clear ABC shows in network time."

### Outside Representatives

Appointment of outside organizations as national sales representatives for ABC o & o stations has worked out very well, Mr. Kintner reported, stating that contracts with John Blair & Co. (WENR Chicago, WXYZ Detroit) and Edward Petry Co. (WABC New York, KECA Los Angeles, KGO San Francisco) and their tv affiliates for the ABC-TV stations in the same cities are being extended for another year.

"In fact, this has worked so well," he said, "that we're considering appointing an outside representative for the ABC Pacific Coast radio and tv regional networks." The same firm probably will represent both networks, he said.

Asked if ABC had any plans to effectuate for its radio network the same plan inaugurated at its o & o stations of a single rate for day and night, Mr. Kintner said that the plan had been proposed but that the ABC affiliates had rejected it. "We think they are wrong," he said, "or we wouldn't have adopted it for our own stations. But we aren't going to try to force it on them so long as they don't want it."

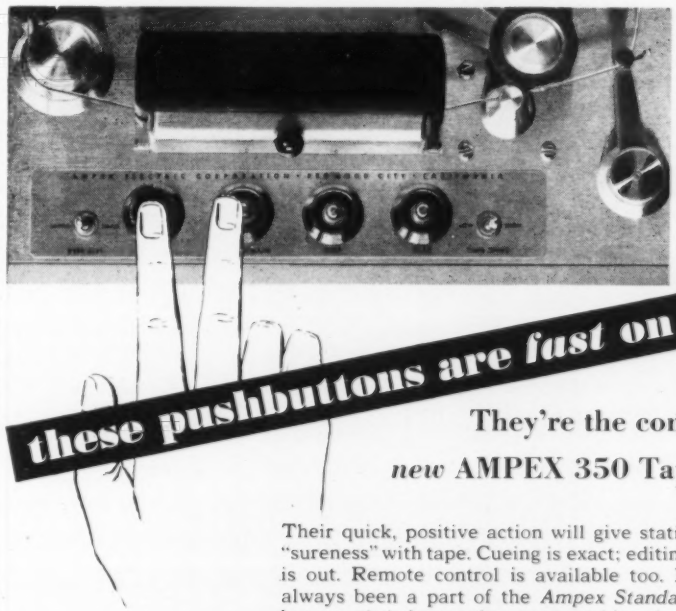
ABC last April moved its New York headquarters from the RCA Bldg., where they had been for 10 years, to 7 W. 66th St., where three adjoining buildings had been completely remodeled into studio and office space. Next April, the network plans to open a new ABC radio-tv center in downtown San Francisco, a four-story building renovated at a cost of $1,500,000 to supply studios and office space for ABC and its owned stations—KGO-AM-TV.

An additional several millions is being spent by ABC in modernizing studio and transmitting equipment at its o & o stations, Mr. Kintner said. All five ABC-owned tv stations are in the process of increasing their power to the maximum permitted by FCC regulations, installing 20 kw amplifiers to their transmitters and new specially-designed antennas. This program, which entails expenditures of more than $2 million, is scheduled for completion by fall.

Asked about ABC's plans for color tv, Mr. Kintner pointed out that unlike CBS, DuMont and NBC, ABC has no affiliation with a manufacturer of tv equipment and sets and so has no motive to rush into color. "When we think the time is ripe, we'll go into color, of course," he said, noting that plans have been drafted for construction of color studios in New York and for equipping all ABC-owned tv stations with color apparatus. "But we don't have to be in any hurry and can wait until color is an imminent commercial reality—which I don't think will be for some time yet."

## NBC Brochure on Radio Power

FOUR-PAGE brochure titled "A Quarter of a Million Quarters" has been issued by NBC Radio to demonstrate the pulling power of sponsorship of NBC Radio programs. It relates instances of advertisers receiving substantial requests from their offers.

these pushbuttons are *fast* on cues...

They're the controls on the *new* AMPEX 350 Tape Recorder

Their quick, positive action will give station operators a new "sureness" with tape. Cueing is exact; editing is faster; fumbling is out. Remote control is available too. Responsiveness has always been a part of the *Ampex Standard of Excellence* — but now it is better than ever, making the AMPEX 350 truly the NEWEST OF THE BEST.

• **STARTING WITH A SPLIT SYLLABLE**

From pressing of the start button to stable tape motion takes 1/10th second. Tape can be backed off from starting cues as little as one to two inches. Precise starts become routine. Reliability is supreme.

• **STOPPING WITHIN TWO INCHES**

Even at 15 inches per second, the tape stops within less than two inches after the button is pressed. Band type brakes give positive stops; no drift or tape spillage can occur.

• **EASIER CUEING AND EDITING**

The Model 350 can be shuttled rapidly between fast forward and rewind without stopping. Cues for starting, editing or dubbing are speedily located. And for convenient editing, the capstan drives on the "pull side" of the heads.

• **ADJUSTMENT FOR REEL SIZES**

A new switch selects proper tape tension either for 10½-inch NARTB reels or for 5 or 7-inch plastic RMA reels. Proper tension means longer tape life, more accurate timing and truer performance.

**AMPEX MODEL 350**
*The new slant puts all controls within easy reach of any operator, tall or short.*

*Recorders from $975; Model 350 from $1095; Reproducers from $585. For further information write today to Dept. D-1279-C.*

IF YOU PLAN FOR TOMORROW, BUY AN AMPEX TODAY

AMPEX
CORPORATION

934 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Distributors in principal cities; distribution in Canada by Canadian General Electric Company

# CBS-TV CITES '53 AS 'ANOTHER RECORD'

A GAIN of approximately 40% in gross billings in 1953 as compared to 1952 was reported by CBS-TV last week in a yearend statement which called the closing year "another record" one for that network.

A total of 98 advertisers, including 16 new ones, used CBS-TV facilities during 1952 and "practically all clients" retained their time periods during the summer months, the report continued. CBS-TV clients listed as making their first ventures into network tv in 1953 were Hamm Brewing, Pacific Mills Co., Tappan Stove Co., Brown & Williamson Tobacco Corp., Greyhound Corp., Hoover Co., Converted Rice Inc. and Electric Companies Advertising Program.

The number of CBS-TV affiliates rose from 74 in 1952 to 123 on the air at the end of this year, with 44 others slated to commence operations and join the network during the first six months of 1954. Among other affiliation highlights noted in the report was what was termed "the greatest facilities changes of the year"—the switch of WTAR-TV Norfolk and WBEN-TV Buffalo from NBC to CBS-TV (along with WTAR and WBEN, which joined CBS Radio).

It also was noted that the CBS-TV Affiliates Advisory Board became a permanent group in 1952, with Glenn Marshall Jr., WMBR-TV Jacksonville, Fla., as its first permanent chairman.

### Claims CBS-TV Leadership

The report also claimed leadership for CBS-TV among the networks in ratings, daytime and nighttime, and noted that its daytime commercial position had been strengthened "considerably" with announcement of a fifth contiguous daytime drama, *Brighter Day*, and the signing of a number of new sponsors, bringing to 25 the number of daytime sponsored hours up to 5 p.m., Monday through Friday.

In the color tv field, the review pointed up CBS' demonstrations of its new pickup equipment, color tubes, color sets, and color programming; claimed CBS-TV was the first to broadcast in color after FCC handed down its compatible color decision; quoted CBS President Frank Stanton on CBS' determination "to start color television at the same high level which black-and-white has now reached," and on CBS' color plans for 1954 [B•T, Dec. 21]; and noted that CBS-TV has acquired the RKO 81st St. Theatre on Broadway and plans to convert it immediately into a color tv studio.

## Networks to Carry Reports By Ike to Nation, Congress

ONCE AGAIN President Eisenhower will report to the nation by radio and tv Jan. 4 when he gives a 15-minute address covering the philosophy behind his program and an outline of topics to be covered in his Jan. 7 message to Congress [B•T, Dec. 21].

The program will be carried live, 9:30-9:45 p.m., on NBC and ABC, both radio and television. MBS will carry the message on radio and CBS will carry it live on tv only with a radio repeat at 11 p.m. DuMont Tv Network will handle it live.

The President's Christmas message was slated for radio and tv shortly after 5 p.m. last Thursday during the Christmas Eve program in connection with lighting of the national community Christmas tree.

## NBC-TV Promotes Itself

TELEVISION is going to work for television under a new NBC promotion plan. Starting Dec. 20, every sustaining show on network will include at least one minute of promotional material designed to benefit NBC-TV by promoting network programs and personalities and values of advertising on NBC-TV. According to the NBC-TV director of advertising and promotion, Jacob A. Evans, who is said to have conceived the plan, about 44 one-minute announcements will be carried each week on NBC-TV. He noted that even at NBC-TV's lowest cost per minute of network time ($3,500), this represents $154,000 per week or more than $8 million a year of "commercials" for NBC-TV.

## 'Continuing Vitality' Seen By Murphy for Radio in '54

RADIO'S outlook for 1954 is "one of continuing vitality—in program service, audience interest and advertiser support," Adrian Murphy, CBS Radio president, asserted last week in a yearend statement.

Mr. Murphy

He noted that during 1953 "more CBS Radio advertisers sponsored more program time than in the year before," said that, over-all, "there is every reason to believe that radio in 1954 will continue to develop as it did in the year just passed, when it reached out to serve more American homes through more radio sets than ever before." Mr. Murphy continued:

"The public appetite for radio has proved to be truly staggering. At the beginning of 1953, radio was already reaching all but 2% of all U. S. families, through 110 million sets. Yet during 1953, to listen wherever they were, whatever they were doing, people bought themselves another 13,500,000 radios. Put another way, they bought a new radio every second of every business day. And in the course of a typical week, 92% of all radio families tuned in, listening an average of over three hours a day . . ."

In a separate and more detailed yearend statement, CBS Radio has estimated earlier that its 1953 gross billings totaled $62 million, and reported it now has 219 am affiliates (gain of three during the year) and 90 fm affiliates [B•T, Dec. 21].

The review claimed leadership for CBS Radio in both audiences and revenues, cited highlights of its programming, and stressed the size and appeal of the radio medium generally.

## AT&T Connects Two More Tvs

WDAN-TV Danville, Ill., and KWTV (TV) Oklahoma City have been tied into the AT&T nationwide tv cable facilities enabling them to receive network tv program service. This makes a total of 239 AT&T interconnected stations in 147 U. S. cities.

# FULLER TO DIRECT NBC-TV PROGRAMS

PROMOTION of Samuel C. Fuller, executive producer of NBC-TV's *Colgate Comedy Hour*, to the post of national television program director of NBC-TV was announced last week by Thomas McAvity, who recently was placed in charge of the television network program division [B•T, Dec. 14]. Mr. Fuller will report directly to Mr. McAvity, with the appointment effective Feb. 1.

At the same time, Mr. McAvity announced that Michael Dann, formerly manager of planning, has been named manager of television programming, and Roy Passman, previously assistant program manager, has been appointed manager of television administration. Both Messrs. Dann and Passman will report to Mr. Fuller.

Mr. Fuller, along with Sylvester L. Weaver Jr., now NBC president, is credited with evolving the rotating format for stars which introduced many of the outstanding personalities in show business over television. He applied this formula in his post as executive producer for *Colgate Comedy Hour*, on which he used such performers as Jimmy Durante, Eddie Cantor, Donald O'Connor, Dean Martin and Jerry Lewis and Bud Abbott and Lou Costello.

Mr. Fuller began his career in broadcasting with KDKA Pittsburgh in 1931 as writer, producer, director and announcer and later worked in similar capacities for WLW Cincinnati. In 1938 he joined the Kastor Agency as producer-director and in 1939 moved to Young & Rubicam in New York.

Except for two years in the Navy in World War II, Mr. Fuller remained with Young & Rubicam and later with Sherman & Marquette until 1950 when he became associated with NBC-TV to develop plans for the *Colgate Comedy Hour*. During his period with the agencies, he was associated with such programs as *Bob Hope Show*, *My Favorite Husband*, *Silver Theatre*, *Duffy's Tavern*, *The Aldrich Family* and others.

In his new position, Mr. Dann will be responsible for maintaining network tv program schedules, sales department liaison, talent coordination and special program projects. Mr. Passman will continue the same administrative duties he held as assistant program manager.

## Suit Names NBC, Others

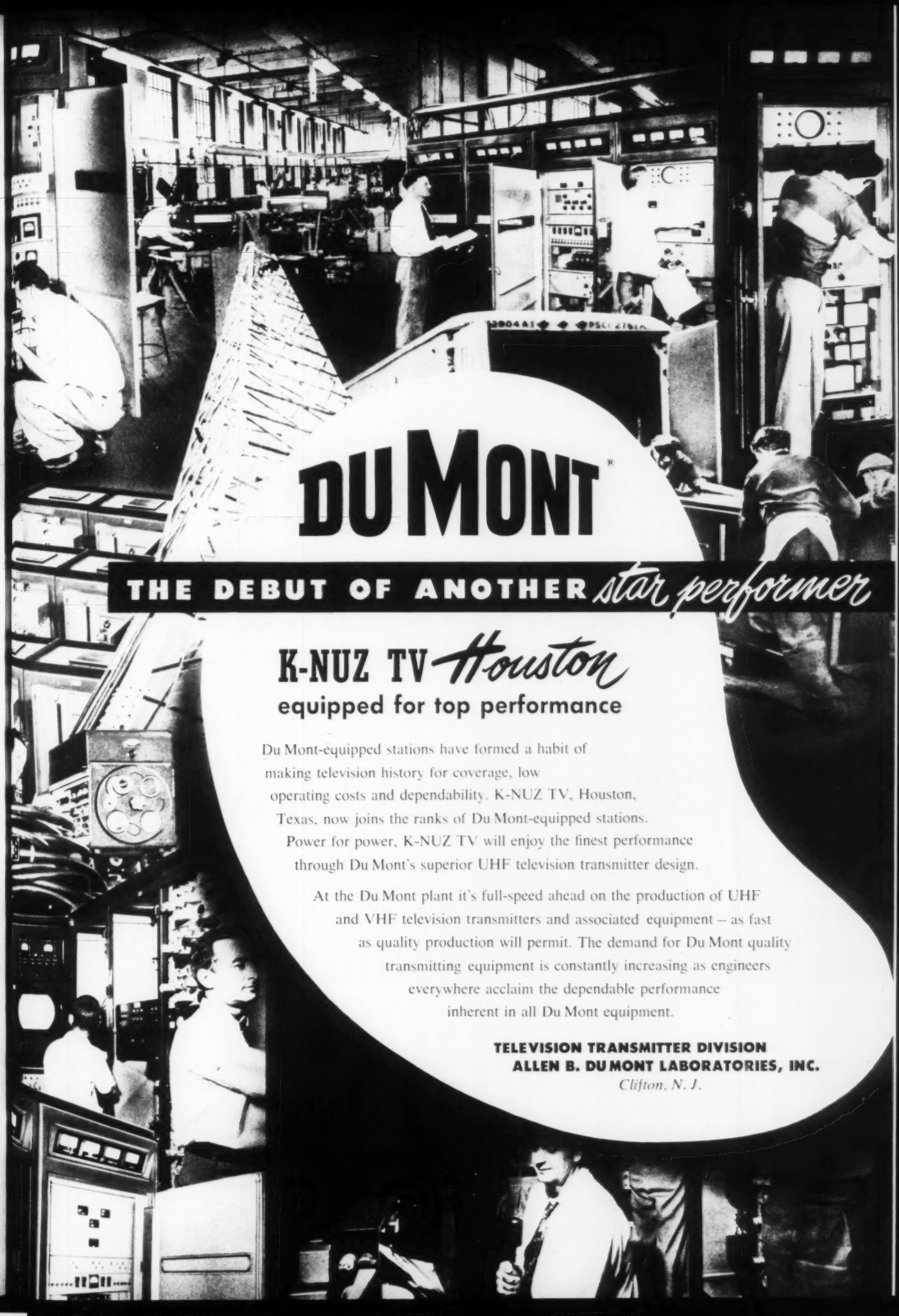
NBC, KNBH (TV) Hollywood and Donlevy Development Co. were sued for $100,000 general and punitive damages in Los Angeles Superior Court Dec. 16 by Rudolph Beiser, an official in the Veterans Administration, on charges his name was used for that of a "criminal of evil character" in a half-hour film show of *Dangerous Assignment*, an NBC-TV film package produced by Donlevy Development Co. Mr. Beiser said the film was shown on NBC-TV March 13 and, despite his protest, was re-run Sept. 8 on KNBH (TV).

## Learning Comes First

AUGMENTING its usual services and operations, CBS Television City, Los Angeles, is moving into the Board of Education's territory with a schoolroom complete with desks and a teacher on the premises. With *My Friend Irma* and *Life with Father* live from the West Coast, CBS has 13 children who must be taught the 3 R's, rehearsal or no.



XUM


DU MONT®
THE DEBUT OF ANOTHER star performer
K-NUZ TV Houston
equipped for top performance
Du Mont-equipped stations have formed a habit of making television history for coverage, low operating costs and dependability. K-NUZ TV, Houston, Texas, now joins the ranks of Du Mont-equipped stations. Power for power, K-NUZ TV will enjoy the finest performance through Du Mont's superior UHF television transmitter design.
At the Du Mont plant it's full-speed ahead on the production of UHF and VHF television transmitters and associated equipment – as fast as quality production will permit. The demand for Du Mont quality transmitting equipment is constantly increasing as engineers everywhere acclaim the dependable performance inherent in all Du Mont equipment.
TELEVISION TRANSMITTER DIVISION
ALLEN B. DU MONT LABORATORIES, INC.
Clifton, N. J.

*pre-telecast* **promotion** *and*

# *Commanded*

the **largest, livest, local-beamed** shows in Houston...with top entertainers and performers plus an array of **Du Mont** network programs and $750,000 facilities to back up the know-how... offered to advertisers on a **fair** and **square** basis!

*number of UHF sets in market before telecasting of K-NUZ TV test pattern*

| | |
|---|---|
| MAY, 1953 | 9,996 |
| JULY, 1953 | 17,306 |
| SEPTEMBER, 1953 | 30,168 |
| **NOVEMBER, 1953** (after only 14 days of Telecasting) | **43,593** |

***..and still growing!***
*(Signed Statements from Houston Distributors)*

*Buy now on the SQUARE DEAL RATE CARD and be charged only rates that can be justified by actual sets in the market.*

# K-NUZ

*3539 Cullen Blvd. / Houston*

# merchandising...

# AN AUDIENCE!

## be a 39'er

*ask for availabilities* **Now**

*on these power-packed*

***local shows***

**K-NEWS** Backed by a newspaper-trained photographer and the K-nuz TV Mobile Unit, dynamic BILL CRAWFORD presents a live, action-packed newscast unparalleled in the Gulf Coast area. (The K-nuz TV Mobile Unit — a complete TV studio on wheels — also beams *both video and audio* to the station for general telecasts.)

ALERT TIMEBUYERS NOTE: K-NEWS with BILL CRAWFORD is available in either 5 or 10-minute slots, Monday thru Friday.

**RHYTHM ROUNDUP** MGM and Decca recording artists, Laura Lee and Dickie McBride and the Ranch Hands; and the "Billboard" top-rated Western personality, BIFF COLLIE, the rip-roaringest air-salesman to ever hit Houston, give out with music from the city and the saddle, Monday thru Friday. Turn your product over to these cyclones of mirth and melody, then watch the sales curve sweep up!

**WHAT'S COOKIN'?** A show with all the known elements for successful selling — the time of day is *right* . . . the setting is *right*. The featured personality is a local woman with rich TV background and preeminent recognition as a Home Economist. WILMA RUTHERFORD has a remarkable record in Texas television not only for selling but also for merchandising. Monday thru Friday, K-nuz TV is cooking with Wilma Rutherford . . . HOW ABOUT YOU???

**PAUL'S PLACE** Talent . . . time . . . teenagers in one terrific package — the strongest, livest local show in town. Paul Berlin is tops . . . ratingwise and talent-wise. Jan Stewart was starred in Hollywood TV, and was featured vocalist with Harry James and his orchestra. Paul and Jan offer a potent one-two knockout for the hard-to-get teenagers. They are a "real gone" team that can pull for you in the nation's 13th market!

**WINDOW SHOPPING** Here is a distinctive, expressive friend — Mitzi Wayne — visiting with Houston women, telling them of the wonderful and the curious to be found in the shops around the city. The viewers' calls light up the switchboard after the show closes . . . wanting to know where Mitzi found that lamp, etc. Let Mitzi Wayne throw light and life into your Houston sales with "Window Shopping", Monday thru Friday!

**TONIGHT** Visiting stars of Hollywood, figures from the sports world . . . whatever made the news today . . . that's the stuff of "Tonight", Monday thru Friday. BILL ANTHONY has his fingers right on the pulse of this billion dollar market as proved by the complete sell-out of his radio time. No worry about tomorrow's sales — when Bill Anthony has your message on "Tonight"!

*call, wire or write* **Forjoe TV**

*or* **Dave Morris,** *vice pres.-gen. mgr.*

**TV** *Channel 39*

• *Phone KE-6666*

# K-NUZ Tv

*proudly announces*

# Forjoe Tv, inc.

*exclusive national representatives*

*for complete programming information*

**call, wire or write offices in**

*New York*

*Chicago*

*Los Angeles*

*San Francisco*

*Atlanta*

# ABC Am-Tv Affiliates Set Early-'54 Meets

SERIES of four two-day meetings with officials of ABC's 361 radio and 185 tv affiliates will be held in January and February with Leonard H. Goldenson, president of AB-PT, and ABC President Robert E. Kintner heading the network delegation [CLOSED CIRCUIT, Nov. 30], it was announced last week.

The schedule: Jan. 14-15, New York (Waldorf-Astoria Hotel); Jan. 28-29, Los Angeles (Beverly Hills Hotel); Feb. 1-2, Chicago (Drake Hotel), and Feb. 15-16, New Orleans (Roosevelt Hotel).

It will be the first series of such sessions that Mr. Goldenson has attended since the merger of ABC and United Paramount Theatres last February.

### Kintner Presides

President Kintner will preside at each of the meetings. In each city the schedule calls for general meetings for both radio and tv affiliates during the morning of the first day; a session for radio affiliates in the afternoon, and a tv affiliates session on the morning of the second day.

ABC top executives slated to attend the series, in addition to Messrs. Goldenson and Kintner, include Robert H. O'Brien, executive vice president; Robert M. Weitman, vice president in charge of programming and talent; Ernest Lee Jahncke Jr., vice president and assistant to the president; Frank Marx, vice president in charge of engineering and general services; Alexander Stronach Jr., vice president in charge of the television network; Charles T. Ayres, vice president in charge of the radio network; Slocum Chapin, director of the tv network; Oliver Treyz, director of the radio network, and Alfred Beckman, national director of the station relations departments.

## Senior Bowl on CBS Radio

ANNUAL Senior Bowl (North-South) football game at Mobile, Ala., will be presented over CBS Radio Jan. 2, starting at 2:30 p.m. EST, with Red Barber, CBS counselor on sports, and John Derr, CBS Radio director of sports, providing the play-by-play description and color commentary, respectively.

## 'For the Moment'

NBC-TV put ads in the New York *Times* and *Herald Tribune* and the Chicago edition of the *Wall Street Journal* last Tuesday in quest of a sponsor for its Saturday 8-8:30 p.m. EST period, in which Spike Jones will be featured, starting Jan. 2. The ad pointed out that on NBC-TV "an open half-hour, night-time . . . has long since passed into the realm of proverbial rarities," but said the network "has, for the moment, one such unusual availability." It noted Spike Jones averaged a 35.6 Nielsen rating on previous tv appearances and said he "walloped competition every time by an average 25% lead." Competition for Spike Jones in the Saturday period will be Jackie Gleason on CBS-TV, pro football on DuMont, and *Talent Patrol* on ABC-TV. Until last Saturday, when it ended its run, *Bonino* occupied the NBC-TV 8-8:30 p.m. Saturday period, sponsored alternately by Philip Morris and Lady Esther.

## Murrow on Spot

CBS correspondent Edward R. Murrow not only goes where the news is but apparently news happens where Mr. Murrow goes. Enroute to Korea last Monday, Mr. Murrow was aboard a Pan American passenger liner on Wake Island that picked up a distress signal on its radio from a navy plane which was 200 miles at sea in search of a military-chartered plane that earlier had reported it was in trouble. The Pan American plane with Mr. Murrow aboard located both distressed aircraft and escorted them back safely to Wake Island.

# Wile Gets New NBC-TV Post on West Coast

FREDERIC W. WILE Jr., NBC vice president for production, will transfer to Hollywood Jan. 1 as vice president in charge of the television network program division on the West Coast [B•T, Dec. 14], it was announced last week by Sylvester L. Weaver Jr., NBC president.

In his new post, Mr. Wile will be responsible for programming as well as production operations.

Mr. Wile became associated with broadcasting in 1930 when he joined CBS' press and special events department. In 1934, he joined Young & Rubicam as manager of radio publicity and later served as business manager of the radio department and supervisor of operations. He moved to NBC in 1949 as assistant to Mr. Weaver when the latter joined the network as vice president in charge of television. He was elected a vice president in January 1951.

## Attorneys Who Defended Lee Estate Ask $290,000 Fee

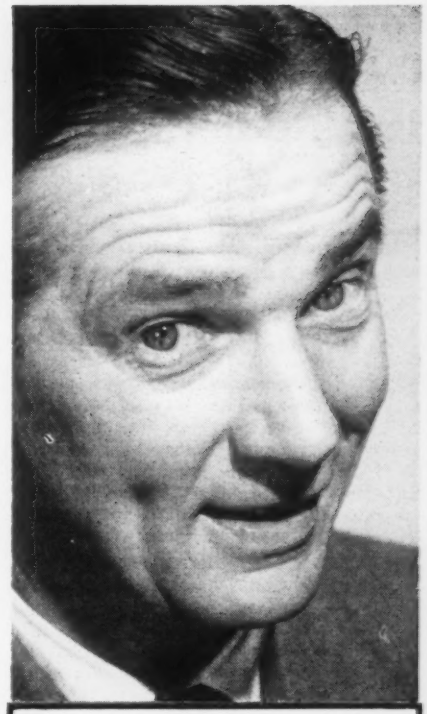
ATTORNEYS who defended the $12½ million estate left by Thomas S. Lee, late owner of Don Lee Broadcasting System, against claims for back taxes made by federal and state governments, are requesting fees of $290,000 in a petition filed in Los Angeles Superior Court by lawyers Raymond C. Sandler, Samuel S. Tagon and Harold E. Aaron.

The petitioning attorneys asked to make the fee award $290,000 less $30,000 already received on account. The court previously had authorized payment of $300,000 in fees to other attorneys who conducted the probate proceedings.

Appointed in Sept. 13, 1951, the attorneys said that they settled tax claims totaling $1,736,-156.85 for $315,902.19. This included income taxes due from Mr. Lee and his controlled corporations from 1946 to 1950.

## CBS-TV 'Adventure' Lauded

CBS-TV's *Adventure* series (Sun., 4:30-5 p.m., EST) has been credited with converting the American Museum of Natural History in New York from "a city museum to a national educational medium." This praise came from Alexander M. White, president of its board of trustees, in an annual report. He said the tv program, presented by CBS-TV in cooperation with the museum, has reached an estimated maximum audience of five million viewers weekly from one million when the program began last May.

WBBW
THE CALLING CARD
To Youngstown Homes

OF ALL
RADIO HOMES
IN MAHONING
COUNTY . . . .

*97%
LISTEN TO
WBBW
ABC IN YOUNGSTOWN
Represented by Forjoe

*A. C. Nielsen Coverage Report

# SARNOFF CITES COLOR OUTLOOK, RCA INCOME IN YEAREND REPORT

**RCA had its biggest year in 1953, says the General, with $830 million gross and $34.7 million net profits—$5 million earned by NBC-AM-TV. He reviews NBC's strengthening of its 'No. 1' position in broadcasting and RCA-NBC achievements in radio, tv tape and color and other projects, predicting even greater ones, and sees the 'electronization of industry.'**

FOLLOWING a year of progress in development of color television, the FCC approval of compatible color standards and the preparations of tv stations for color, the stage is set for 1954 as colorcasting's "Introductory Year," Brig. Gen. David Sarnoff, RCA board chairman, said in a yearend statement issued today (Monday).

RCA in 1953 had the largest volume of business in its 34-year history, Gen. Sarnoff reported, with gross sales of about $830 million and net profits estimated at $34,700,000 [B•T, Dec. 21]. Radio-tv broadcasting activities accounted for 15% of this net, he said, which would put NBC's earnings at something more than $5 million for the year.

"The organization of NBC was greatly strengthened during the past year in every phase of its operation," Gen. Sarnoff asserted. Recalling the election of Sylvester L. Weaver as NBC president and Robert W. Sarnoff as executive vice president [B•T, Dec. 7], he said that "these two men working together as a harmonious team will lead NBC in strengthening its position as the nation's No. 1 broadcaster and keep it at the forefront as 'first' in service to the public in both radio and television."

The coming year, Gen. Sarnoff stated, "holds promise for new advances throughout the radio-television and electronics industry. Fulfillment of the promise of this new year, however, will depend upon how well the leaders of our industry meet current economic problems and the new challenges of our times.

"As we look ahead into 1954, we have a clearer view of the field of science than of economics," he said. "Science and engineering in 1954 move forward to new achievements and to electronic refinements of older services, the groundwork of which has already been laid. Based on standards of the past, 1954 should be a good year for the radio-television electronics industry. This does not necessarily mean that new records will be made in production and sales. It is more likely that a moderate degree of economic adjustment will take place in many industries throughout the year, but this can be achieved without dislocation of our economy."

### NBC Colorcasting Plans

Pointing out that NBC plans to telecast each of its regular tv programs in color during the year ahead, on an average of two colorcasts a week, Gen. Sarnoff said: "Television stations throughout the country are alert to the tremendous possibilities of color television and by slight modifications in their transmitting equipment they are enabled to pick up from the network and broadcast color shows."

He noted that already NBC's five o&o tv stations and 65 NBC-TV affiliates have made plans to equip for color, with more to follow in 1954, and reported that 26 stations in 19 cities are scheduled to be equipped by RCA Victor for colorcasts by Dec. 31, 1953.

Aside from color, Gen. Sarnoff reported other expansions and improvements in tv during the past year. With more than 27 million sets, nearly 60% of American homes are equipped for tv reception from the more than 350 tv stations now on the air, he said. Noting that 120 of that total are uhf stations, he said that progress in uhf during 1953 presents "convincing evidence" of continued expansion in this field in the year ahead.

Recalling television's basic function as "extension of human sight," Gen. Sarnoff said that television is extending its usefulness to perform new services for business and industry, with tv cameras and associated equipment ready for use wherever needed. Wherever danger, remoteness or discomfort precludes the presence of human observers, the industrial tv camera takes over, he said.

"RCA's light-weight industrial tv equipment using the small Vidicon camera tube has led to substantial expansions of industrial television and this field now becomes one of great potential for phenomenal growth, not only in factories but for banks, department stores, hotels, theatres, lecture halls and auditoriums and even for inter-office 'sight' communication," he stated.

### Radio Progress

Pointing out that in 1954 radio broadcasting moves into its 34th year and has long been intimately integrated with American life, Gen. Sarnoff reported that there are today more than 45 million U. S. radio families, 26 million automobile radios and many millions of portables. In 1953 alone, he said, 13 million radios, including nearly five million auto radios, were produced.

In radio communications, Gen. Sarnoff cited the opening of the world's most powerful radio transmitter (1,200,000 w) built for the U. S. Navy by RCA at Jim Creek Valley in the State of Washington [B•T, Nov. 16], as marking an historic milestone in world-wide communications. "It demonstrates to a marked degree how teamwork between private industry and military forces contributes to the nation's welfare and to the leadership of the United States in international communications," he said.

RCA's demonstration of magnetic tape recordings of both black-and-white and color tv pictures early this month [B•T, Dec. 7] ushered in a new era of "electronic photography," Gen. Sarnoff declared. He said that in addition to its value in television this new development has great significance for motion picture and eventually should make it possible for tv set owners to make their own recordings of tv programs in their homes.

Progress in the manufacture and applications of transistors during 1953 definitely point to further developments in design and engineering of radio-tv and electronic equipment that will permit simplification, miniaturization and portability, Gen. Sarnoff reported, noting that in the five years since their introduction, transistors have "proved their worth" in many applications. Their small size and low current demands will result in more compact radio and tv sets and smaller electronic computers, he said.

"The transistor is finding increased use in equipment for the Armed Forces, especially where size, weight and battery consumption are vital factors," Gen. Sarnoff reported. Citing great advances in military applications of radar, missile control, airborne tv and other phases of electronics since the end of World War II, he stated that RCA's objective is not only to produce electronic weapons and equipment but, through research and engineering, to keep the United States at the forefront of science in its relationship to military electronics.

Phonographs and records reached new highs of popularity in 1953, with more than 238 million records sold by the industry as a whole, Gen. Sarnoff said, and the outlook is equally good for 1954. He cited increased use of three-speed turntables, wide acceptance of 45-rpm extended play records and the influence of high fidelity as major factors in lifting records sales to a new peak in the past year.

### Fifth Electronic Era

Noting that since the discovery of the electron in 1897, electronics has progressively expanded into four great fields—communications, radio broadcasting, radar and other military applications, and television—Gen. Sarnoff said that expansion into a fifth great area—electronization of industry—was augured by developments brought into focus in 1953. "Already the manifestations of this advance are discernible," he said, with "electronic brains already operating factories where, by push-button controls, production is speeded, efficiency increased and costs lowered."

"Perhaps the largest factor in this new era will be electronic accounting and inventory control, not only in factories but in insurance operations, banks, transportation, public utilities and department stores," he said. "Electronic business systems will offer business and industry

## 1953's Big 8—Sarnoff

EIGHT major advances were made by the radio-television and electronics industry during 1953, Brig. Gen. David Sarnoff, RCA board chairman, said in his yearend statement. His list:

1. Great strides in development of electronic weapons and instruments for national defense.
2. Expanded and improved television broadcasting service, including progress in the use of ultra high frequencies.
3. Development of magnetic tape recording for television in both color and black-and-white, ushering in a new era of "electronic photography."
4. Further development and application of transistors, promising simplification and miniaturization of electronic equipment.
5. Further clarification of radio's enduring position as a vital broadcasting service to the American public.
6. Inauguration of the world's most powerful radio transmitter by the U. S. Navy, marking an historic milestone in world-wide communications.
7. New levels of popularity for recorded music, sparked by progress in high fidelity records and phonographs.
8. Progress in industrial electronics, including push-button controls, electronic computers, food sterilization, and closed-circuit television.

the opportunity of conducting bookkeeping operations at a cost that will represent a reasonable portion of their overall expenses. In addition, electronics will provide quicker and better information to management because electronic computers make rapid calculations and tabulations."

## Emerson Setting Up Washington Research Labs

ESTABLISHMENT of the Emerson Research Labs. in Washington on Jan. 1, 1954, was announced last week by Benjamin Abrams, president of Emerson Radio & Phonograph Corp.

The laboratories, at 701 Lamont St., N. W., will operate as a division of Emerson, Mr. Abrams said, with activities directed primarily toward electronics research and development.

Mr. Abrams said the new operation will be conducted under the supervision of Drs. Harold Goldberg, who has been named director of the laboratories, and Donald P. Burcham, assistant director. Both Drs. Goldberg and Burcham, for the past six years, have directed the Ordnance Electonics Division of the National Bureau of Standards.

## Paging Services Pose Tv Interference Problem

A NEW gremlin playing hob with tv reception has appeared with the advent of the Paging Service which this year began operations in various cities throughout the country.

Designed for doctors, dentists and other professional and business men who must maintain contact with their home offices, the Paging Service was authorized in 1949, but until this year was more talked about than active. Beginning early this year, paging services have begun operations in 32 cities.

The problem to tv is one of propinquity. The paging service operates on 43.58 mc. The intermediate frequency of most tv receivers produced in recent years is 41.25 mc. Because of the nature of tv receiver circuits, transmissions from paging services are received directly through home antennas. The interference shows up in both picture and sound.

In recent weeks, the FCC has received complaints from viewers in Milwaukee, Philadelphia, Denver, New York, Cleveland and Detroit. Although no formal complaint was filed, it is known that a paging service transmitter serving Washington also gave trouble to viewers.

According to FCC engineers conversant with the problem, manufacturers will have to incorporate some form of protection in the set at the design stage. According to reports from FCC field engineers handling the complaints, all makes of receivers are susceptible.

The Television Receiver Committee of RETMA has under consideration proposed standards of good engineering practices which contain a provision calling on manufacturers to build receivers with an antenna IF rejection of 60 db and a system rejection of 80 db. When accepted by the tv receiver committee, the standards will be issued as recommendations to the industry.

In addition to the interference caused tv sets from the fundamental of the paging service station, there is another type of interference caused by the second harmonic from the 41.58 mc band and from the 35.58 mc band (also authorized for paging service). These disrupt tv channels 5 (76-82 mc) and 4 (66-72 mc) respectively.

## Monochrome Tv, Radio Demand in '54–Baker

**The GE Electronics Division head feels the cost of color tv sets will assure continued demand for monochrome sets and radios and station equipment. Other developments predicted.**

STRONG demand for monochrome television receivers and station equipment and for radio receivers will continue in 1954, Dr. W. R. G. Baker, vice president and general manager of the General Electric Co.'s Electronics Division, declared last week.

Among the developments projected for 1954 by Dr. Baker were the following:

A continuing demand for monochrome television station equipment and receivers with the addition of about 200 new tv stations during the year, bringing the total to about 550 in operations by the end of the year; introduction of limited commercial color telecasting, opening a new market area for broadcast equipment and receivers; industry-to-distributor sales of 5,200,000 monochrome and 100,000 color tv receivers, and a continued strong demand for radio receivers, with production of about 7,600,000 home and portable radios; further improvements in monochrome tv picture tubes, intensified research development in tubes for color tv, and continued growth in total tube sales by the industry.

Also, a high level of military electronics production, with a trend away from heavy production of standardized equipment toward the development and manufacture of advanced and more complex forms of apparatus; expanded markets for communications equipment, particularly in civil defense and industrial applications; heavy demand for an increased production of germanium devices, and new technological developments in the pure research and applied research areas.

Dr. Baker said introduction of color television in 1954 is expected to hamper black and white set sales at the outset, but that the high price tags of color models will, in the long run, influence persons in new tv markets to purchase monochrome sets. He expressed the belief that about 100,000 color sets will be sold in 1954 at prices ranging between $800 and $1,000. General Electric, he continued, will produce a color tv console in limited quantities for shipment to distributors, starting about mid-year.

Touching upon radio receivers, Dr. Baker estimated about 7,600,000 home portable sets, with a retail value in excess of $230 million, will be sold during the coming year.

The growth of the electronics field in general, Dr. Baker continued, will be closely paralleled by a continuing growth in the industry's sales of electronic tubes, which he placed at about $700 million in 1954. He added that a number of new receiving tubes for color receivers also are being developed by GE.

"A 15-inch color tv tube made available for customer testing in 1953," Dr. Baker said, "gave General Electric valuable performance data which will aid in developing larger tubes for this market. The company will begin pilot production of the 15-inch tube in January and will supply limited quantities to receiver manufacturers, beginning in the first quarter."


**10 DAY SATURATION SCHEDULE**

**Sells 70 Automobiles**

In August 1953, Dahl Motors, Ford agency in Davenport, received an extra shipment of new cars.

To sell these automobiles, Dahl planned ten day new car promotion sparked by 35 announcements on WOC radio. No other advertising was used except one classified ad in local paper.

Net results—41 NEW CARS SOLD . . . 29 USED CARS SOLD. This approximates $135,000 in sales at an advertising investment of less than ½-of-1 per cent.

Outstanding sales successes like the above is the one big big reason why BUSINESS IS BETTER THAN EVER AT WOC. Get further facts from your nearest F & P office.

WOC
THE QUINT-CITIES AM - FM ALSO TV

FREE & PETERS, INC.
*Exclusive National Representatives*
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

## Film Readied to Show Use Of Zoomar on Small Camera

AS A MEANS of demonstrating to tv stations and producers the mobility and flexibility of the 16 mm Zoomar lens-equipped camera, Animated Productions Inc., New York, is preparing an industrial film made with a hand-held camera incorporating the lens.

The film consists of a variety of motion picture shots filmed in Kodachrome by Dr. Frank G. Back, president of Zoomar Corp., on his recent around-the-world trip. Dr. Back said that prior to the "improved version of the 16 mm Zoomar lens, similar film sequences were possible only through the use of an ungainly assortment of lenses, dollies and tripods."

Al Stahl, president of Animated Productions, said animated and additional live action sequences will be interpolated into the film. He added that the film will "highlight the suitability of the new lens to the approaching era of color television."

## Federal Names Gates

GATES Radio Co., Quincy, Ill., has been designated by Federal Telephone & Radio Co., Clifton, N. J., a division of IT&T, as distributor for Federal power tubes in 12 southern and southwestern states, an FT&R spokesman said last week.

Gates will distribute transmitting and rectifying tubes for stations and power tubes for industrial use in Alabama, Arkansas, Colorado, Florida Georgia, Kansas, Louisiana, Mississippi, New Mexico, Oklahoma, Texas and western Tennessee. Offices and warehouses are at Houston, Denver and Atlanta.

## MANUFACTURING SHORTS

**Yambert-Prochnow Inc.,** Beverly Hills, moves to 6630 Sunset Blvd., Hollywood 28, and shortens firm name to **Yambert Inc.** Telephone number is Hollywood 3-8143.

**C. A. Durr Packing Co.** (meat packer), Utica, N. Y., appoints Farquhar & Co., that city. Radio and tv will be used. **John T. Farquhar** is account executive.

**Ampex Corp.,** Redwood City, Calif., has released booklet on multi-directional sound equipment for motion pictures.

**Stancil-Hoffman Corp.,** Hollywood, announces new quarter-inch tape recorder-reproducer designated as Model R5. Designed for either standard rack mounting or portable carrying case operation, it is used by tv stations for master music recording as well as dialogue and sound effects.

**Allen B. DuMont Labs,** Clifton, N. J., appoints **John B. Tubergen Co.,** L. A., to handle replacement sales for tubes and tube parts to jobbers in Southern California and Arizona.

## Transmitting Equipment

**SHIPMENTS**

| Station | Power | Band | Use |
|---|---|---|---|
| General Electric Co. WTOC-TV Savannah, Ga. | 5 kw | tv (ch. 11) | new station |
| Canadian General Electric Co. | 5 kw | tv (ch. 13) | re-sale in Canada |

**ORDERS**

| | | | |
|---|---|---|---|
| General Electric Co. KSAN-TV San Francisco | 1 kw | tv (ch. 32) | new station |

OTHER SHIPMENTS: GE also reported shipment of a 12 kw amplifier to WTVI (TV) Belleville, Ill. (ch. 54).


SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

**Them that *has* . . .**

**GITS!**

There's an extra punch in your advertising dollar on WDBJ! To demonstrate, look at these Promotion figures for the Fall Campaign (Aug. 30 - Nov. 30)

| | |
|---|---|
| Newspaper Ad Lineage | 31,195 |
| Newspaper Publicity Lineage | 7,057 |
| Spot Announcements | 545 |
| Downtown Display Windows | 14 |

plus stationbreak trailers, dealer cards and letters, and "Drug Briefs" and "Grocery Briefs" published monthly for the area drug and grocery stores!

**WDBJ**

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

*Owned and Operated by the TIMES-WORLD CORPORATION*

FREE & PETERS, INC., *National Representatives*

## Longshoremen's Union Campaigns on Radio-Tv

AMERICAN Federation of Labor wound up a brisk radio-tv campaign in New York last week in behalf of the "new" International Longshoremen's Assn. in a dispute over representation of some 22,000 dockworkers in New York and nearby New Jersey. The pier hands were to vote Tuesday and Wednesday in an NLRB election to choose between the "new" ILA and the "old" ILA. AFL expelled the "old" ILA last September on charges of gang domination.

Directed by Morris Novik, radio-tv consultant to the national AFL, the campaign for the "new" ILA built up over a period of weeks and included 15-minute broadcasts by AFL President George Meany on WABC and WOR-TV on Monday nights; a series of early-morning five-minute reports on news, ship arrivals and weather conditions on WABC and WINS in English, on WHOM in Italian and again in Polish, plus a barrage of approximately 100 early-morning spot announcements in a number of stations during the first three days last week. Agency is Furman & Feiner, New York.

## AFTRA, Finley Settle Residual Run Claims

RESIDUAL run claims by 33 radio actors totalling $7,695, filed by the American Federation of Television & Radio Artists against Larry Finley Transcription Productions Inc., Hollywood, and Mr. Finley personally, have been settled provisionally for $2,500 by the AFTRA national board.

The complaint was on a re-run of the 39-segment *Diary of Fate* program on a Hawaiian am station, which Mr. Finley originally transcribed in 1948 and released on another island station at that time. Final settlement hinges on actual payment of $2,500 by Jan. 4.

### Finley Listed 'Unfair'

Until then, Finley Productions remains on the "unfair" list and charges will be filed against Mr. Finley for conduct unbecoming a union member should he fail to meet the obligation, according to Claude McCue, AFTRA western regional director. (Mr. Finley also is host-m.c. on KFWB Hollywood.) A further condition of the settlement provides that if *Diary of Fate* is used again, Mr. Finley must pay the balance on $7,690, representing the cast's full network residual rights.

## Hoffman Named Exec. Sec'y Of New Theatre Authority

APPOINTMENT of Harold M. Hoffman, former assistant executive secretary of the New York local of the American Federation of Television and Radio Artists, as executive secretary of the recently-organized Theatre Authority was announced last week by TA's board of directors.

In his new post, Mr. Hoffman will deal with the regulation of benefit and telethon performances throughout the U. S. in which members of performers' unions are requested to participate. Member organizations of the authority include AFTRA, Actors Fund, Authors League, Episcopal Actors' Guild, Jewish Theatrical Guild, Negro Actors' Guild, Actors' Equity Assn., American Guild of Musical Artists and American Guild of Variety Artists.

## INTERNATIONAL

### U.S. Radio Praised In Wooden Church Drive

FIRST SITE is being dedicated during the Christmas holidays in a chain of simple wooden churches to be erected in West Germany, facing the "anti-religious barrier of
**GERMANY** the Soviet Iron Curtain in Berlin," Richard A. Kinzer, president of the Wooden Church Crusade in America, said last week.

Mr. Kinzer said $262,576 already has been raised toward erection of the first church and 48 more, to cost $25,000 each, as symbols of the concern of U. S. Christians for the welfare of German youth. He paid tribute to the radio industry, to Fulton Lewis jr., MBS commentator and national chairman of the crusade, and to the American public for their response.

The crusade originated in July on Mr. Lewis' MBS broadcasts. The 49 wooden churches will represent the 48 states and the District of Columbia. The drive is sponsored by an imposing list of nationally-known individuals and officials and patriotic, civic, religious and fraternal groups and is described as nonsectarian in nature. Individual stations have contributed spots to the drive and other radio and tv network programs in behalf of the crusade are in the works, Mr. Kinzer said.

### Herbert, MacKay Promoted As All-Canada Adds Video

GUY HERBERT, general manager of All-Canada Radio Facilities Ltd., Toronto, has been appointed vice president with offices at Vancouver, Calgary, Winnipeg, To-
**CANADA** ronto and Montreal. Stuart MacKay has been appointed general manager, moving up from assistant general manager.

Announcement of the promotions was made

**Mr. MacKay** **Mr. Herbert**

by Harold Carson, president, at Toronto. The organization has enlarged its operations recently with a television department and represents most of the independent Canadian tv licensees as well as U. S. and British film firms.

### CARTB to Plan Annual Meet

ANNUAL meeting plans will be finalized at a forthcoming session of the board of directors of the Canadian Assn. of Radio & Television Broadcasters at Ottawa Jan. 11.
**CANADA** The board also will discuss internal administrative problems and policy on payments by U.S. advertisers in view of the international exchange situation, with U.S. dollars for the past year being at discount of from 1-5% in terms of Canadian dollars. CARTB's annual meeting will be at Chateau Frontenac, Quebec City, March 22-24.


you can get all this...

plus **results!**

when you buy
**WASHINGTON'S PIONEER MERCHANDISING STATIONS**

*Plus these merchandising features . . .*

★ Dealer Calls
★ Air Announcements
★ Newspaper Ads
★ TV Guide Ads
★ Lobby Displays
★ Billboard Windows
★ Planned Publicity
★ Give-Away Prizes
★ Dealer Mailings
★ Special Promotions

**WMAL** *am* / *fm* / *tv*

THE EVENING STAR STATIONS ★ ABC IN WASHINGTON, D. C.
REPRESENTED BY KATZ

## Commercial Tv in Canada Is Reality After 16 Months

CANADA

ALTHOUGH the Canadian government held back television development because it did not desire duplication of what it felt was the heavily commercialized U. S. television, today, after 16 months of Canadian television, commercials are almost as prevalent as on U. S. stations.

The Canadian government, through its Canadian Broadcasting Corp., has found tv more expensive than anticipated and CBC sales officials now are out to get business for stations.

An increasing number of live Canadian tv shows are sponsored now and a larger number of U. S. network shows are being imported for international advertiser sponsorship. Also, numerous spot announcements which once irritated Canadian legislators and CBC top officials on U. S. tv stations, are now a regular feature on Canadian tv stations. In some cases, sustaining film shows are stopped in the middle to air a spot announcement.

Newcasts on CBC-TV stations are not yet sponsored, in keeping with CBC policy which as in radio, does not permit sponsored newscasts on nationally-owned stations. Independent tv stations, however, can broadcast newscasts with commercials only before and after.

There are four CBC and two independent tv stations in Canada on the air. The two independents have little difficulty selling time. Their national representatives report mostly the sale of spot announcements, imported film shows and participation shows. The required 10½ hours weekly minimum of CBC national programs which must be carried by all independent tv outlets, consist of a large percentage of sponsored shows, both Canadian-produced and imported network shows kinescoped in Canada. This will continue until the microwave networks operate to the independent stations, probably at an early date.

## AAB Meets Jan. 13-14

CANADA

ANNUAL meeting of the Atlantic Assoc. of Broadcasters, which represents radio and tv station operators of the four Canadian Atlantic Coast provinces, will be held Jan. 13-14 at the Lord Nelson Hotel, Halifax. Regional business will be discussed and representatives to the board of the National Canadian Assoc. of Radio and Television Broadcasters will be elected. Reports by NCARTB executive vice president Jim Allard will be presented.

## CBMT (TV) Ready for Air

CANADA

CBMT (TV) Montreal (ch. 6) second tv station there, is expected to be on the air before year-end, with the date possibly Dec. 28. The station will carry English language programs, mostly network shows originating at Toronto, and local sports. CBFT (TV), which until now has carried 60% French and 40% English programs, will be entirely a French-language station as is CBF-AM. Both stations are owned by CBC.

GATES
● Control functions separate from metering
● Rack cabinets standard equipment
● Cabinets interwired, ready to use
● Generous facilities for expansion
THE Complete REMOTE CONTROL SYSTEM FOR UNATTENDED OPERATION
● Delivery excellent
● Nation-wide sales and service
● Three separate direct reading meters
● The complete system
Branches in New York, Washington, Atlanta, Houston and Los Angeles. Field sales engineers everywhere.
GATES RADIO COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILLINOIS - - - U.S.A.




## D. C. EDUCATORS SET SPRING DRIVE

CAMPAIGN to raise funds for a uhf noncommercial educational tv station in Washington, D. C., will be started next spring by the Greater Washington Educational Television Assn. Inc., according to Dean Martin A. Mason of George Washington U., chairman of the board. The association estimates initial cost of the project at $525,000 plus $200,000 for the first year of operation. Ford Foundation for Adult Education has offered $150,000 if additional money is raised locally.

Congress last summer denied a D. C. Board of Education request for $400,000 to build a station on ch. 26 and a similar request in next year's school budget has been turned down. The Greater Washington group has the support of five universities, public schools of several counties and six cultural institutions. Civic and educational groups have been invited to join an advisory council. Three local leaders were elected to the association board last week. They are Edward R. Carr, builder; Richard P. Dunn, merchant, and Rabbi Norman Gerstenfeld, minister of the Washington Hebrew Congregation.

## Clock Shouldn't Hamper Educational Tv—Johnson

EDUCATIONAL tv should not be hampered by the time restrictions governing programming of commercial stations, a representative of one of the participating organizations in the Chicago Educational Television Assn. said last week.

K. Richard Johnson, president of the National College of Education, which will help furnish programs for a new educational tv outlet on vhf ch. 11 in Chicago, said the station "should be free to make time its tool rather than becoming the slave of the clock." He said that "many excellent programs now must be bypassed because they do not fit the conventional periods" of programming.

The college is developing educational programs on film and is one of 23 educational groups sponsoring the ch. 11 station, slated to begin operation next fall. Steps are underway to hire a general manager [CLOSED CIRCUIT, Dec. 14] and other staff personnel, and to select suitable call letters, as well as raise funds. About $800,000 has been collected thus far.

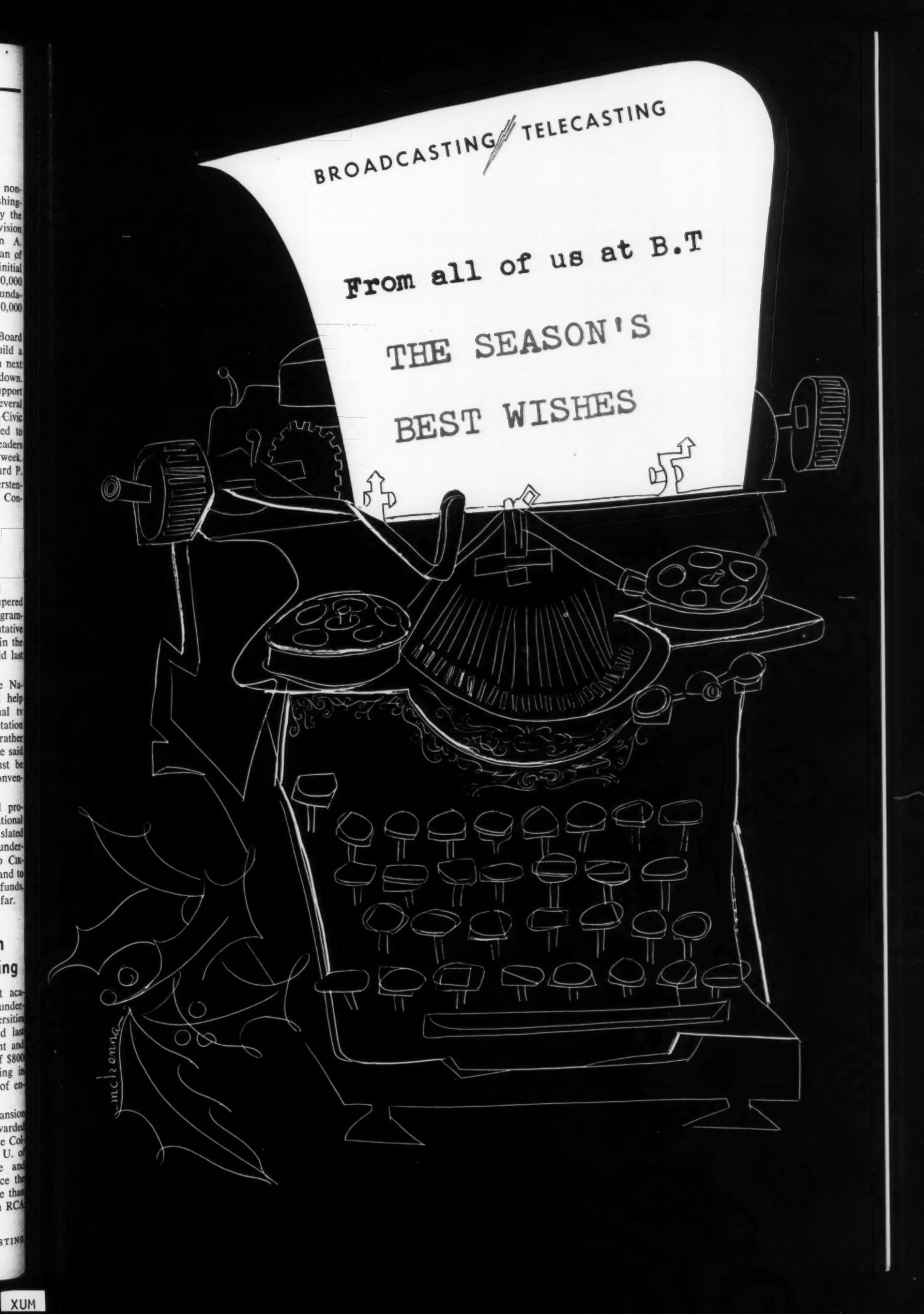
## 23 RCA Scholarships Given In Sciences and Engineering

RCA SCHOLARSHIPS for the current academic year have been awarded to 23 undergraduate students at various universities throughout the U. S., it was announced last week by Dr. C. B. Jolliffe, vice president and technical director of RCA. The grants, of $800 each, were awarded to students majoring in various fields of science or in branches of engineering.

Dr. Jolliffe said that under an expansion plan, five RCA scholarships have been awarded for the first time at Howard U., Iowa State College of Agriculture & Mechanical Arts, U. of Kansas, North Carolina State College and Swarthmore College. He noted that since the inauguration of the awards in 1945, more than 150 men and women have benefited from RCA scholarships and fellowships.



XUM


BROADCASTING TELECASTING
From all of us at B.T
THE SEASON'S
BEST WISHES

## ATAS Sets Categories For 1953 'Emmy' Awards

### Academy of Television Arts & Sciences will present awards in 14 national and six local categories in television at its annual awards dinner Feb. 11 in Hollywood.

NATIONAL and local award categories for the 1953 "Emmy" trophies have been approved by the Academy of Television Arts & Sciences, which holds its annual awards dinner Feb. 11 at Hollywood Palladium, when 14 national and six local awards are to be presented.

**National categories include: (1) best dramatic program; (2) situation comedy with regular leading characters and story line format; (3) variety program, including music and comedy; (4) reporting of news or sports; (5) public affairs, including documentary, educational and public service; (6) mystery, action or adventure program; (7) audience participation, quiz or panel program; (8) children's program; (9) best male star of regular series; (10) best female star of regular series; (11) supporting male player in a series; (12) supporting female player in a series; (13) most outstanding personality; (14) best new program.**

**Categories for programs seen only in the Los Angeles area include: (1) best entertainment program, including drama, comedy, variety, music, quiz or panel; (2) public affairs program, including news, documentary, sports, educational or public service; (3) children's program; (4) special events program originated primarily for Los Angeles; (5) most outstanding male performer; (6) most outstanding female performer, both of which are seen only in the Los Angeles area.**

Additionally, the ATAS approved a distinguished contribution award category for significant technical achievements, special one-time programs or other worthy accomplishments.

**New officers, recommended by the nominating committee, are: president, Don DeFore, Danny Thomas; first vice president, Hal Hudson, Betty Mears; second vice president, Robert C. Black, Sidney O. Solow; secretary, Shirley Thomas, Barbara Britton; treasurer, John DeMos, Jeanne Gray; recording secretary, Gale Storm, Elena Verdugo; secretary to the treasurer, Isabelle Pantone, Robert Robb; corresponding secretary, Mildred Beach, Robert Pelgram.**

**ATAS officers, to be voted upon next week by Academy membership, includes these nominations from the floor: President, Guy V. Thayer Jr.; secretary, Lee Millar; treasurer, Thomas Mc Cray; recording secretary, Harry Koplan.**

**ED SULLIVAN (l), host of CBS-TV's *Toast of the Town*, and Betty Furness, who delivers tv commercials for Westinghouse Electric Co., were named the "Golden Boy" and "Golden Girl" of advertising by the Cincinnati Advertisers' Club at its recent 50th anniversary celebration. Presenting awards is Harry Ewry, club president.**

## Marketing Association Honors Study by NBC's Coffin, Landis

HONORABLE mention certificates of the American Marketing Assn. will be presented to Dr. Thomas E. Coffin, NBC manager of research, and Jack B. Landis, NBC supervisor of program research, for a booklet they prepared titled "NBC Study of Radio's Effective Sales Power." Presentations will be made at the 23d national conference of the AMA at the Mayflower Hotel in Washington, Dec. 27-29.

The AMA noted that its study was outstanding, citing the "maturity and sophistication of statistical technique in developing matched samples of individuals for testing programs" and "the attempt to correlate the attention paid to radio programs with actual purchase of advertised commodities."

## ALA Award to WNYC

NEW York-owned WNYC was presented with the Authors League of America's 1953 Award of Appreciation for the station's "encouragement of the habit of reading" through its Book Festival last March 29-April 4. In accepting the award, Seymour N. Siegel, director of WNYC, announced that the second annual WNYC book festival will be broadcast March 21-27, 1954, as part of the station's 30th anniversary jubilee.

## Lauterbach Award to Davis

SELECTION of Elmer Davis, radio and television analyst, as winner of the Lauterbach Award for 1953 was announced last week by the Authors League of America. The award, $1,000, was established by ALA in 1952 in memory of the late Richard E. Lauterbach, and is given each year to a person "who has through his writings made a substantial contribution in the field of civil liberties."

## Top 'McCall's' Award Goes To WMAR-TV's Hellen Tullis

DESIGNATION of Hellen Tullis, a blind woman commentator on WMAR-TV Baltimore, as "outstanding woman in radio and television for 1953" in the third annual *McCall's* magazine "Mike" awards was announced in the January issue of the magazine. The awards were established in 1951 to give nation-wide recognition to the public service achievements of women broadcasters and executives.

The citation to Hellen Tullis stressed that she "proved, through her example, that we should not pity the handicapped. Blind herself, she showed on *As You Can See*, that others like her can lead normal lives when public illusions about them are dispelled."

Other winners were: Bea Johnson, KMBC Kansas City, and Dolly Banks, WHAT Philadelphia, for service to the community in general; Beulah Donohue, WTMJ-TV Milwaukee, and Marian Gifford, WHAS-TV Louisville, for service to women: Jean Sullivan, KMTV (TV) Omaha, and Judith Waller, NBC Chicago, for service to youth.

Formal presentation of awards will be made at the *McCall's* annual dinner April 24 during the American Women in Radio & Television convention in Kansas City. Judges for the 1953 awards were: Oveta Culp Hobby, Secretary of Health, Education and Welfare, and identified with ownership of KPRC-AM-TV Houston; Mrs. Oscar A. Ahlgren, president, General Federation of Women's Clubs; Anne Holland, WBAL-TV Baltimore and winner of the *McCall's* top award in 1952, representing AWRT; Mrs. Harold S. Burdett, president, American Legion Auxiliary, and Otis Lee Wiese, editor and publisher, *McCall's*.

## Ad Woman Award Judges Set

PANEL of judges which will select the 1954 Advertising Women of the Year was announced last week by Mabel S. Obenchain, vice president of the Advertising Federation of America and chairman of the AFA Council on Women's Advertising Clubs which sponsors the award. The panel consists of Marion Harper Jr., president, McCann-Erickson Inc., New York; Wayne A. Johnston, president, Illinois Central Railroad Co., Chicago, and Edward M. Power Jr., chairman of the board, Edward M. Power Inc., Pittsburgh.

## SDG TV Director Award Set

SCREEN Directors Guild of America has announced a new annual award category for the best tv director, which for the first time will be presented at the third annual awards dinner, Jan. 24, at Biltmore Hotel, Los Angeles. Nominated are video directors Jack Webb, Lew Landers, Ted Post, Roy Kellino, Richard Irving and Robert Florey with the winner to be determined by SDG membership vote.

## Chicago Show Awards

CHICAGO Council on Foreign Relations has announced plans for honoring radio-tv shows that do the most to help Chicagoans understand world affairs. Chicago stations have been asked to nominate locally-produced programs for World Understanding awards, one each for radio and tv programs, to be announced at the council's anniversary dinner Feb. 19. Melvin Brorby, vice president of Needham, Louis & Brorby, Chicago, is CCFR president.

## Agencies

**J. B. Longini,** formerly merchandising director and account executive at Ross Roy Inc., Chicago, to Aubrey, Finlay, Marley & Hodgson Inc., that city, as account executive.

**Hilliard S. Graham,** formerly northwestern sales manager, Albert E. Sloan, Chicago, direct mail merchandiser, to Erwin, Wasey & Co., same city, as merchandising director.

**John A. Rodkin,** J. J. Gibbons Ltd., Montreal, named radio and tv director of Norman Cardon Adv. Co., Montreal.

**Suzanne Sellemery,** formerly with Erwin, Wasey & Co., Chicago, to Fulton, Morrissey Co., that city, as traffic manager.

**Ralph Daddio,** advertising manager, G. Fox & Co., Hartford, appointed sales promotion manager of John Wanamaker Co., N. Y.

**Vick Knight,** president, Vick Knight Adv. Inc., L. A., announces disbanding of agency. Plans to develop retail business of his own are being formulated.

**Marion Harper Jr.,** president of McCann-Erickson Inc., N. Y., elected chairman of board, Advertising Research Foundation; **Fred B. Manchee,** executive vice president and treasurer, BBDO, that city, elected vice chairman.

**Lee Friend,** formerly principal of Friend-Reiss-McGlone, N. Y., named partner and director of sales and promotion activities, The Apt Shoe Mfg. Co., Boston.

**W. H. Poole,** vice president and manager, Young & Rubicam Inc., Toronto, to firm's Montreal office as manager. **Ray B. Collett** succeeds Mr. Poole.

**W. A. Franchey,** formerly radio-tv creative director, McCann-Erickson Inc., N. Y., appointed managing director of Piedmont Adv. Agency, Salisbury, N. C.

**Don E. West,** previously associated with Standard Brands Inc., N. Y., to Hewitt, Ogilvy, Benson & Mather, N. Y., as director of merchandising.

**Fritz Hellman,** McCann-Erickson Inc., N. Y., to copy staff of Robert W. Orr & Assoc., N. Y.

**Wally Boyko** and **Harry Hogan,** both of Youngstown, Ohio, form Advertising Assoc., Fontana, Calif., with offices in Professional Bldg.

**William S. Blair,** director of research of Hewitt, Ogilvy, Benson & Mather, N. Y., and **Judson H. Irish,** copy chief of agency, elected vice presidents.

**Ann McCall,** publicity director, David O. Selznick Productions, to Mort Goodman Adv., L. A., to handle public relations.

**Edward E. Keeler,** president, Western Adv. Agency Inc., L. A., awarded plaque by Southern Calif. Adv. Agencies Assn., commemorating his 25th anniversary in advertising field.

## Stations

**Jack Duffield,** merchandising manager, KTTV (TV) Hollywood, named account executive. **E. O. Hawkins,** sales representative, Pillsbury Mills Co. Inc., L. A., to KTTV as merchandising manager.

**Don Lilly,** sales staff, KOLE Port Arthur, Tex., to KREL Baytown, Tex., as assistant manager.

**Robert R. Nelson,** manager of WARD-AM-FM Johnstown, Pa., named general manager of WARD-TV, that city, in addition to present duties.

Mr. Shay

**John A. Shay,** operations manager, WTVJ (TV) Miami, named vice president in charge of operations.

**George Johnson,** formerly in charge of margarine sales, Armour & Co. Louisville area, to sales dept., WHAS-TV Louisville.

**Jay Gardner,** sales representative, Denver Color-Ad Co., to sales staff, KOA-TV that city, and **Ed Kampmann,** national advertising staff, *Washington Times-Herald,* to KOA Denver.

**Albert H. Jaeggin,** section chief and news editor of the Voice of America, appointed publicity and press relations director, WRTV (TV) Asbury Park, N. J.

**Bob Shipley,** formerly AP executive representative, to KENT Shreveport, La., as account executive and news editor.

**Robert B. Hoag,** CBS-TV Spot Sales Dept., N. Y., to KFMB-TV San Diego as commercial manager, effective Jan. 4.

**Henry Felice,** associate director of WPIX (TV) New York promoted to director.

**W. Randall Davidson,** assistant manager, WAKN Aiken, S. C., promoted to general manager.

**Harry Arthur,** program director, WSMB New Orleans, to KNOE-AM-TV Monroe, La., in same capacity.

**D. J. Wright,** program director of Music of Distinction Inc., N. Y., appointed music director WPAT Paterson, N. J.

**Sheldon Peterson,** KLZ Denver director of news and special events, elected president of Colorado Professional Chapter, Sigma Delta Chi.

Mr. Peterson

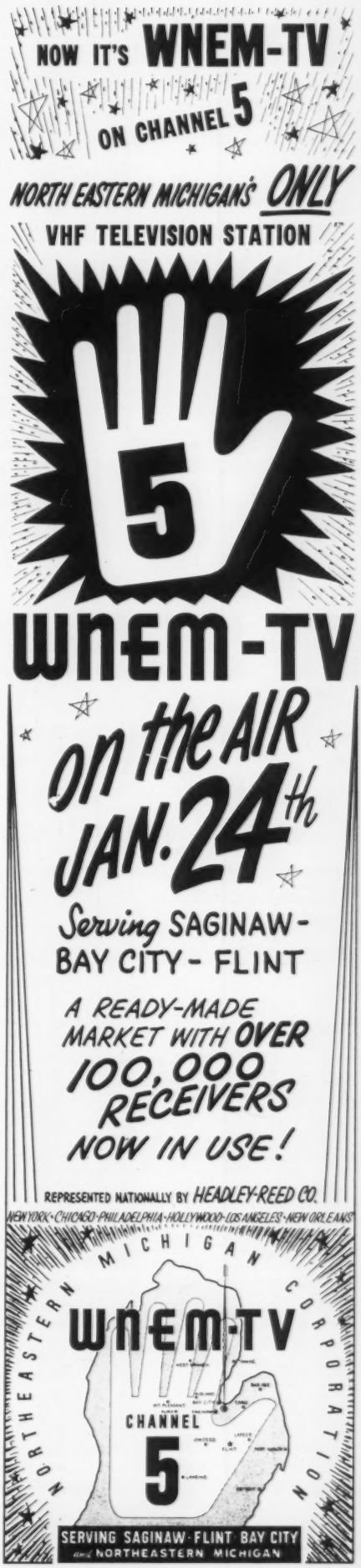
**Richard Holst** and **Patricia Anthony,** both production staff, KHJ-TV Hollywood, were married Dec. 2.

**Daniel W. Kops,** vice president and general manager, WAVZ New Haven, father of son, Stephen Roland.

**Dean Griffith** and **Tom Hall** to announcing staff, WKYW Louisville, Ky.

**Perry Andrews,** WFPG Atlantic City, to KYW Philadelphia, announcing staff.

**Seymour N. Siegel,** director of WNYC-AM-FM, New York, was presented the Cross of the Legion of Honor by the French Government at New York ceremonies for "outstanding achieve-

ments in the field of cultural propagation through the medium of educational radio."

**Harry W. Birrell Jr.,** WSTV Steubenville, Ohio, named program director.

**Hank Davis,** WFAA-TV Dallas, to KSLA (TV) Shreveport, La., as program director.

**James Paterson,** recently separated from USAF after Korean duty, to KNXT (TV) Hollywood as producer.

**Don Allen,** staff announcer, WNCC Barnesboro, Pa., to KWTC Barstow, Calif.

**Jerry Yatkowitz,** staff engineer, WHLI Hempstead, L. I., and **Roberta Lou Levinson** were married Dec. 10.

**Rick Carideo,** 33, salesman for WOV New York, died Dec. 13 after brief illness.

**Jack Van Nostrand,** national spot sales representative, KNXT (TV) Hollywood, father of daughter, Sherri.

**John Scott,** 30, KGMB-AM-TV Honolulu, T.H., staff announcer, died Dec. 11.

## Networks

**Paul A. McGuire,** radio account executive, Henry I. Christal Co., N. Y., station representatives, appointed New York radio account executive, NBC Spot Sales, succeeding **Martin H. Percival,** named San Francisco representative, that company.

**Walt Dundon,** head of radio and tv script department, CBS Hollywood, named temporary head of guest relations department, succeeding **Barr Sheets,** now with CBS-TV film sales, Chicago [B•T, Dec. 21].

**Robert Bowen,** publicity, CBS Radio Hollywood, to ABC-TV, that city, in similar capacity.

**Bert S. West,** new general sales manager, Columbia Pacific Radio Network, was guest of honor at cocktail party introducing him to clients, press, agency representatives, and others of radio-tv industry in Los Angeles Dec. 16.

**Stuart Woodman Phelps,** ABC-TV Hollywood director, assigned to *Peter Potter Show*. **Richard Gottlieb,** former director, named production supervisor and producer of commercials for program.

**Helen J. Sioussat,** CBS Radio director of talks appointed consultant for Public Relations Committee of United Church Women.

**George T. Shupert,** ABC vice president in charge of film syndication, elected president, Radio & Television Executives Society, following resignation of **James M. Gaines,** who becomes vice president and general manager, WOAI-AM-TV San Antonio [B•T, Nov. 16].

**Kenneth Craig,** executive assistant to **H. Leslie Atlass,** vice president in charge of CBS Central Division, to business affairs dept. of network's Western Division.

**Jack Meyers,** director of business affairs, CBS Radio Hollywood, to CBS-TV same city, as script coordinator.

## Manufacturers

**R. G. Sayre,** assistant vice president, Graybar Electric Co., N. Y., elected vice president.

**George F. Bates,** sales manager, Cossor's Canada Ltd., Halifax, to Ontario, as sales manager for Canadian Marconi Co. Ltd., Montreal.

**Harold P. Gilpin,** general manager, electronic sales div., Sylvania Electric Products Inc., N. Y., to retire Dec. 31, after 21 years service.

**Dean L. Nordquist,** Electro-Voice Inc., Buchanan, Mich., promoted to assistant advertising manager.

**Jean Boyer Parmelee,** publications manager, Rhodes Lewis Co., L. A., subsidiary of McCulloch Motors (industrial machinery), adds duties of advertising manager.

**David C. McNeely,** sales manager, Philadelphia Gear Works, Phila., to Helipot Corp., division of Beckman Instruments Inc., South Pasadena, Calif. as national sales manager.

**E. R. Glauber,** director of Emerson Distributing Co. has assumed additional responsibilities as national sales manager for air-conditioning of the Emerson Radio and Phonograph Corp., N. Y.

**Ray Little,** former general sales manager, Equitable Gas Co., Pittsburgh, named director of sales promotion for Gas Appliance Mfrs. Assn.

**Frank Stevens** and **Tom Williams,** sales staff of Brown Instrument Div. of Minneapolis Honeywell Co., Minneapolis, to component division of G. S. Marshall Co., Pasadena (electronic manufacturer's representative), as field engineers.

**John F. Mehr** named regional manager in Washington - Baltimore - Philadelphia area for Zenith Radio Corp.

**Jack Carter** and **Robert L. Bray,** sales engineers on staff of John B. Tubergen Co., L. A. (electonic manufacturer's representative), have become associates with no change in firm name planned.

## Film

**William Stephens,** partner in former Conne-Stephens Productions, Culver City, to First National Studios, Hollywood, as executive studio manager in charge of physical production.

**Lester G. Clark,** director and treasurer, Technicolor Inc., holding company for Technicolor Motion Picture Corp., Hollywood, also elected director of latter company. **George F. Lewis Jr.,** elected secretary of Technicolor Inc., N. Y.

**Bob Reichenbach** of Cheshire Assoc., Hollywood, named western distributor of **Charles Michelson Inc.,** five-minute tv film series, *Capsule Mysteries*.

**Irv Feld,** eastern sales manager of Motion Pictures for Televising in New York, assigned to Dallas office as southwestern sales manager of MPTV's Feature Film Div.

**Robert Angus,** president and executive producer, Volcano Productions, Hollywood, father of girl, Dec. 13.

## Services

**Patrick O'Rourke,** account executive, Burns W. Lee Assoc., Hollywood public relations firm, named partner in organization.

**Frank W. Luther,** public relations counsel, Washington, D. C., to represent The Ettinger Co., Hollywood publicity firm, in Washington.

## Representatives

**Stewart Lewis,** allied with Crosley Broadcasting Corp. in sales, research and merchandising for past 12 years, to H-R Reps., Chicago.

## Trade Associations

**Robert Wagner Jr.** New York mayor-elect, and his executive secretary, **William Peer,** elected first honorary members, Radio, Newsreel, Television Working Press Assn. of New York.

**Norman Nelson,** managing director of Southern California Broadcasters Assn., Hollywood, resigns effective Feb. 1, on expiration of two year contract. He returns to sales promotion and will announce new affiliation shortly.

**Roderick A. Mays,** head of Mays & Co., L. A., appointed chairman of media relations committee for Southern California Adv. Agencies Assn., L. A.

...still stacking up sales! in the GREATER OREGON MARKET

▶ A leading national grocery chain has been using station **KGW** continuously for more than 3 years with outstanding results—proof positive KGW advertising pays off for advertisers who insist on their money's worth.

For real sales results use KGW—an economical and efficient medium for covering the rich Oregon market.

For details, contact any office of Edward Petry, Inc.

*Name on request.

KGW

Affiliated with NBC

BROADCASTING
TELECASTING

# features


*got something to sell in Detroit?*

# Mulholland's the Man

*who can sell it!*

**How can we tell it?** . . . letters, sales, contracts and ratings prove it. Advertisers and audiences seek out WWJ's Ross Mulholland, the man who sells with record-music from 1 to 3 P.M. on weekdays.

**Mulholland's following** consistently ranges from 14% to 19% of Metropolitan Detroit's 8-station audience, during early afternoons when adult, purchase-planning listeners control the home radios.

**Mulholland's advertisers** are happy with their increased sales. Their letters tell him so, and their renewals of WWJ time prove it's so.

***Automobiles or zircons or zwieback or whatever you produce . . . let Ross Mulholland sell them for you in Detroit, a wealthy market with 1½-million home radios.***

*Associate Television Station WWJ-TV*

WWJ AM-FM

*Basic NBC Affiliate*

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

THE WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEO. P. HOLLINGBERY COMPANY



Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING

# WHAT'S OAK HILL, W. VA.—A SUBURB, OR WHAT?

## NO, IT'S JUST A SMALL WEST VIRGINIA TOWN—

***LOVED AND LISTENED-TO BY 102,200 DAYTIME FAMILIES!***

**STATION COVERAGE DETAIL BY NCS AREAS**

| Total Radio Homes in Area | STATE NCS Area County | No. of Counties | DAYTIME 4-Week Cum. NCS Circ. | % * | Weekly NCS Circ. | % * | Average Day NCS Circ. | % * |
|---|---|---|---|---|---|---|---|---|
| | WEST VIRGINIA | | | | | | | |
| 20,370 | FAYETTE | 1 | 18,490 | 90 | 18,220 | 89 | 10,150 | 49 |
| 18,190 | GREENBRIER | 3 | 15,490 | 85 | 15,130 | 83 | 6,720 | 36 |
| | MONROE | | | | | | | |
| | SUMMERS | | | | | | | |
| 66,940 | KANAWHA | 1 | 10,310 | 15 | 7,180 | 10 | 4,410 | 06 |
| 14,570 | LEWIS | 4 | 3,110 | 21 | 2,280 | 15 | 1,680 | 11 |
| | BRAXTON | | | | | | | |
| | DODDRIDGE | | | | | | | |
| | GILMER | | | | | | | |
| 18,260 | LOGAN | 1 | 2,780 | 15 | 1,960 | 10 | 1,020 | 05 |
| 19,440 | MERCER | 1 | 8,000 | 41 | 6,480 | 33 | 3,990 | 20 |
| 14,290 | NICHOLAS | 3 | 11,450 | 80 | 11,080 | 77 | 6,620 | 46 |
| | CLAY | | | | | | | |
| | WEBSTER | | | | | | | |
| 23,930 | RALEIGH | 1 | 20,220 | 84 | 19,610 | 81 | 8,540 | 35 |
| 12,290 | ROANE | 4 | 2,720 | 22 | 1,990 | 16 | 1,460 | 11 |
| | CALHOUN | | | | | | | |
| | JACKSON | | | | | | | |
| | WIRT | | | | | | | |
| 16,750 | WYOMING | 2 | 9,630 | 57 | 8,610 | 51 | 6,730 | 40 |
| | BOONE | | | | | | | |
| 225,030 | 10 TOTAL | 21 | 102,200 | | 92,540 | | 51,320 | |

**=% of Radio Homes in Area*

Write down the name of every "familiar" West Virginia city, and Oak Hill probably won't even make your list! But if you're interested in lots of radio *listeners* for mighty *little* dough, we'll bet Oak Hill's WOAY would rank high on almost any list you draw up. Where else can you get 102,200 daytime families for only $21.60 per quarter hour? (26-time rate.)

We'd certainly like to have you join our growing and rather impressive list of national accounts. No representative yet, so please write for facts, direct to Robert R. Thomas, Jr., Manager, at:

# WOAY

**OAK HILL, WEST VIRGINIA**

**5000 Watts, Daytime**

**20,000 Watts FM**

# features

• 1953: A year of great expansion. The trends and events of a significant year are summarized by B•T's editors. Page 76.

## *Radio a la Carte*

AS a result of a program on WTAG Worcester, Mass., *Main Street, Europe,* 28 Sheraton hotels in the U.S. and Canada will feature a beef tongue dish created and named in honor of Worcester. Beef Tongue a la Worcester is also winning favor in Paris, where it was concocted by the head chef of Maxim's restaurant.

It started last spring in France, where radio producer Louis Fontaine had spent seven months recording on-the spot interviews for his WTAG radio series (Sundays, 1:30 p.m.). Maxim's chef, Louis Barthe, created and dedicated the dish to Worcester, in recognition of the city's interest in peoples abroad through Mr. Fontaine's *Main Street, Europe* series. The dish is currently on Maxim's menus, and is reported by Chef Barthe to be a particular favorite of the Duchess of Windsor, who likes it for its low calorie count.

Dedication was recorded by Mr. Fontaine in Maxim's kitchens, and was aired by WTAG Dec. 13, on a broadcast sponsored by Worcester's Hotel Sheraton. On the same program Mr. Fontaine interviewed Sheraton manager Maurice T. Lawler and executive chef Paul Alexanian, who was heard while preparing the special wine gravy. He gave the recipe to Worcester area housewives who wanted to prepare the dish at home.

Decision to serve Beef Tongue a la Worcester in 28 Sheraton hotels was made after an official testing of the recipe in the chain's food research kitchen at Boston's Sheraton Plaza—formerly the Copely Plaza. Menus carry a footnote explaining that the meal was "created by Maxim's of Paris in honor of Worcester, Mass. The recipe was brought to the United States by Louis Fontaine, producer of the WTAG radio series, *Main Street, Europe.*"

Beef Tongue a la Worcester is destined for popularity in homes all over the U. S. The recipe will soon be featured in Martha Logan's "Food News and Views," a Swift & Co. bulletin distributed to newspaper food editors across the country.

Swift & Co. learned of the recipe through Beth Bailey McLean, editor of the Martha Logan food bulletin. At a recent food editors' convention in Chicago, Miss McLean delivered a talk on the plight of American meat packers. Because of the extra-heavy slaughter this fall of grass-fed steer, packers were faced with the disposition of 34 million extra beef tongues and livers. Miss McLean described her then current nightmares, in which she saw endless parades of unsaleable beef tongues.

Sitting in the audience was Mrs. Josephine Peirce, manager of the Worcester Better Business Bureau. A regular listener to WTAG's *Main Street, Europe,* she had heard several references to the beef tongue recipe. She decided that it was just the dish to put an end to Miss McLean's tongue-infested nightmares. The lady was delighted at the unexpected news of beef tongue with glamour. She immediately decided to circulate the recipe among the nation's food editors.

Maurice Lawler, Sheraton Hotel manager, samples wine sauce for beef tongue sample cooked by Paul Alexanian, Sheraton executive chef, from recipe created in Paris and brought to Worcester by Louis Fontaine, shown here holding microphone.



XUM

# 1953: A YEAR OF

Growth years have been the rule rather than the exception in the broadcasting business, but none has ever seen more dynamic growth than 1953. The important trends and events are summarized in this article, prepared by B•T's editors in Washington and New York.

THE year 1953 was one of growth for both radio and television.

The number of operating stations jumped from 120 to 334 in the case of tv, from 2,375 to 2,509 in the case of am radio. Only fm has backslid, dropping from 626 on the air in December 1952 to last week's count of 561. Additionally, 215 tv stations have been authorized but are not yet on the air (compared to 150 a year ago); in am 113 are under construction (146 in December, 1952), while in fm the current construction figure is 20 (as against 14 a year ago).

Set ownership bounded upward, too, during 1953. Radio saturation was virtually complete in the U. S., although there were no official figures more recent than the Jan. 1 estimate, prepared by research heads of the four radio networks, of approximately 110,000,000 sets-in-use. In television it was another story, the number jumping from approximately 19.7 million in December 1952 to this month's total of almost 27.5 million. World-wide, the number of radio sets was estimated variously at 190 million to 210 million, while the world total in television was placed unofficially at about 30 million.

An indication of the pace at which the U. S. public was buying new sets, both radio and television, was provided in production figures released by Radio-Electronics-Tv Mfrs. Assn. In releasing its report for the first 10 months, the latest available, RETMA noted that radio receiver production had reached its highest levels since 1950, while a new record for tv set production was racked up in the January-October period. Ten-month totals: in radio, 11,201,656 sets as compared to 8,398,750 in the same period of 1952; in television, 6,204,803 sets as against 3,394,707 in the corresponding 1952 period.

Not only growth, but operational change, marked 1953 for the networks. In mid-December, station lineups were reported as follows:

Radio—ABC 361 affiliates; CBS Radio 219; Mutual 565; NBC 211.

Tv—ABC 185 affiliates; CBS-TV 158; DuMont 205; NBC 168.

NBC went through a series of top-level executive realignments. Frank White, who took over as president in January, resigned six months later for reasons of health. Brig. Gen. David Sarnoff, RCA-NBC board chairman, carried the additional load of the network presidency himself until Dec. 4, when Sylvester L. (Pat) Weaver Jr., programming expert who also developed NBC's color tv plans, was elevated from vice chairman of the board to president, with Robert W. Sarnoff, son of the general, advanced from vice president in charge of the NBC Film Division to executive vice president of NBC. William H. Fineshriber Jr. was named vice president in charge of the radio network in an earlier divorcement of major radio-tv operations of the company.

### Mutual Changes

Mutual undertook some organizational changes, expanding the scope of authority of vice presidents J. Glen Taylor, Robert A. Schmid, E. M. (Pete) Johnson, and James E. Wallen, all, of course, continuing under the direction of President Thomas F. O'Neil.

But Mutual's most spectacular development was in its plan, shelved by affiliates' protests little more than a month after it went into effect on Oct. 1, to pay the affiliates in free programs for local sale, rather than in money, for carrying network commercial shows. On the heels of abandonment of the plan, MBS affiliates under the leadership of Victor C. Diehm of WAZL Hazleton, Pa., chairman of the Mutual Affiliates Advisory Committee, began developing plans for a convention to be held Jan. 18-19 at Biloxi, Miss., to hear Mutual's plans for 1954 programming and discuss common problems with network authorities.

At the DuMont Television Network, Chris J. Witting resigned as managing director to become president of Westinghouse Radio Stations Inc., effective Jan. 1, and Ted Bergmann, the network's general manager, was elevated to succeed him, also as of Jan. 1. John Bachem, national sales manager of DuMont tv, was promoted to the post being vacated by Mr. Bergmann.

For ABC, the merger with United Paramount Theatres went into effect in February, bringing the network an infusion of much-needed financial resources and the addition of some new executives in key top-level posts. The new parent organization, American Broadcasting-Paramount Theatres, is headed by Leonard Goldenson, former UPT president, but the operation of ABC as the broadcasting division remained largely autonomous, with Robert E. Kintner continuing as president.

ABC got into the film business, setting up a separate film syndication division under George Shupert, formerly of Paramount and United Artists Television Corp. General Telecasting, a subsidiary of General Teleradio, which controls MBS, launched a series of 26 quarter-hour films, *The Greatest Drama*, in cooperation with movietone News.

NBC encountered tv affiliate trouble just before mid-year, with reports rife that a number of its major outlets might switch to CBS. But after a "crisis session" in which Gen. Sarnoff made clear that he was actively at the NBC helm and outlined plans for the future, the affiliates went on record with a resolution reaffirming "complete confidence" in the network and its plans. In the end, NBC lost two long-standing am-tv affiliates to CBS: WTAR-AM-TV Norfolk, and WBEN-AM-TV Buffalo.

There were subsequent meetings of NBC radio and tv affiliates in Chicago and a December meeting of a tv affiliates committee with network authorities in New York, but these, at least outwardly, appeared harmonious—though in the case of the tv stations there appeared some concern over NBC sales plans making shorter segments of time available to advertisers.

Network growth extended to the number of networks. Latest to be projected was the National Negro Network, reported in December to be in process of formation with some 40 basic stations and headed by Leonard Evans, Negro specialist and consultant of Chicago, with Reggie Schuebel and John M. Wyatt of the radio-tv agency consultant firm of Wyatt & Schuebel, New York, as other key figures.

The networks, along with stations indi-

# GREAT EXPANSION

vidually, took advantage of ample opportunities to serve the public with latest reports on major news developments during the year.

Following their record-setting coverage of the November 1952 national elections, they won plaudits for coverage of such global events as the inauguration of President-elect Eisenhower in January, the coronation of Queen Elizabeth II in June, the Korean war truce and the prisoner exchanges, and, perhaps less significant in international diplomatic councils, the World Series games between the New York Yankees and the Brooklyn Dodgers, the collegiate football schedule of the National Collegiate Athletic Assn. through the fall, and a schedule of National Football League pro games in fall and winter (in which NFL found that, with regional telecasts via DuMont, paid attendance ran higher than when there was no tv coverage).

The size of the broadcast media's audience for national events was indicated by studies showing that television enabled more people to watch the inauguration of Gen. Eisenhower than had seen all previous Presidential inaugurations put together. Radio's coverage was equally encompassing and impressive.

Most spectacular was the race among television networks to be first with pictures of Queen Elizabeth's coronation. CBS-TV and NBC-TV were the prime battlers, each chartering special planes to speed films across the Atlantic for same-day showings here. Ironically, it was ABC-TV, which had made no such costly arrangements, that got at least an even break by picking up (and sharing with NBC, whose own plane had been delayed, as had that of CBS-TV) official films supplied by the BBC to the CBC.

President Eisenhower meanwhile displayed his awareness of the importance of the broadcast media by arranging a special television "show" in which he and key officials of his administration reported to the public in June on results of his tenure to that date. In December the White House permitted broadcast of a taped account of one of the Eisenhower news conferences and still planned occasional telecasts of such events, though none had yet been scheduled.

For the World Series it was estimated that 27½ million homes, representing 61% of those in the U. S. having radios, had heard play-by-play accounts of at least one of the Yankees-Dodgers games, carried by Mutual, and that 25 million persons watched one or more of the telecasts, carried by NBC.

Aside from special events, new programming won the attention of all networks, both radio and tv. NBC put approximately $5 million into 28 radio programs which it introduced at a single swoop in October. Mutual arranged for a strong "upgrading" of programming in connection with its new affiliate-compensation plan, and hoped to continue many of its new shows even though the affiliation plan fell through. ABC, enriched by its "merger money," signed Danny Thomas, George Jessel, Ray Bolger, Martin Block, Paul Hartman and other stars and entered the fall season with at least 32 advertisers it hadn't had before. The other networks similarly bent their talents to new, useful, entertaining programs.

The lustre of programming was recognized in numerous awards. Among them:

The 10th annual du Pont awards, presented by the Alfred I. du Pont foundation for "loyal service" by stations and commentators "to the nation and the communities they serve," were presented in March to WBNS-TV Columbus, Ohio; WMT Cedar Rapids, and commentator Gerald W. Johnson of WAAM (TV) Baltimore, and a number of other stations and commentators received special mention honors.

The 13th annual George Foster Peabody Awards, which honor distinguished achievement in radio and television and which are administered jointly by the U. of Georgia's Henry W. Grady School of Journalism and the NARTB, went to ABC newsman Martin Agronsky; the Philharmonic Symphony Orchestra for its CBS Radio broadcasts and the *Standard Symphony* program on NBC Radio; the *Johns Hopkins Science Review* which WAAM (TV) Baltimore originates for the DuMont TV Network; and *Meet The Press*, *Mister Peepers*, *Hit Parade*, and *Ding Dong School*, all on NBC-TV, plus a special award to the NBC-Navy documentary, *Victory at Sea*, and, among stations, to WIS Columbia, S. C., and WEWS (TV) Cleveland.

The Alfred P. Sloan Awards for Highway Safety went to Mutual; WHIM Providence, R. I., WCPO-TV Cincinnati, and four sponsors for the support they gave.

These were only a few of the awards presented during the year. Among other notable honors were those conferred by the Ohio State Institute for Education by Radio-Television, the Freedom Foundation, the National Headliners' Awards, Sylvania Electric Products Inc., and the National Safety Council, plus such professional groups as Sigma Delta Chi, honorary journalism fraternity, and the Radio-Television News Directors Assn.

On an entirely different program front, Broadcasters won at least a preliminary victory. By a two-to-one vote a New York federal special court ruled in February that FCC's famed ban on "giveaway" programs, years-old but suspended by the Commission pending completion of the court test, misconstrues the lottery law and violates the no-censorship provisions of the Communications Act. But FCC appealed to the Supreme Court, which set the case for hearing next month.

A court victory which advanced the

These top network executives got new jobs in 1953. (L to r) Sylvester L. (Pat) Weaver Jr. became president of NBC and Robert W. Sarnoff executive vice president. Leonard Goldenson was named president of AB-PT resulting from merger of ABC and United Paramount Theatres, and Robert E. Kintner was named president of ABC division. Chris J. Witting left the DuMont network to become president of Westinghouse Broadcasting Co., and Ted Bergmann succeeded him as DuMont managing director.

"equal rights with the press" cause of all broadcasters was won by WOV New York independent, in legal jousting with the International Boxing Club over the right to give round-by-round reports of boxing matches. IBC had ruled that broadcast coverage of the Marciano-La Starza heavyweight championship bout in September, rights to which had been sold to Theatre Network Television, must be limited to 75-word summaries at the end of every third round. WOV's executive vice president Ralph Weil elected to fight the ruling—and obtained a court decision revoking the IBC restrictions and holding that stations could carry "news report summaries" after each round.

Virtually the entire broadcasting industry meanwhile became embroiled in another suit. A group of 33 songwriters, all members of ASCAP, banded together in the name of Songwriters of America and, charging conspiracy to keep all but BMI music off the air, filed suit in New York in November asking for dissolution of NARTB, divorcement of BMI from broadcasting industry ownership, and $150 million damages for themselves "and other writers similarly situated." Trial date has not been set.

NARTB, the industry's all-inclusive trade association, reached the 1,800 mark in membership at the yearend, an increase of 13.6% over a year ago. Under President Harold E. Fellows the association enlarged its committee structure to include 137 members.

The long-range fight to protect the radio-tv position in coverage of sports events scored several advances during the year under a sports committee. Another committee, tv information, sparked a campaign to meet unjustified attacks on tv programs and to show television's contributions to national progress. A proposed nationwide TV circulation study was ready for board action and field testing.

President Fellows made 162 speeches during the year in almost as many cities. The annual district meeting series brought a new attendance record. The television code served as a guide to over two-thirds of tv station and networks subscribing to the code, and a monitoring system was set up to observe enforcement and check violations.

Nearly three-fourths of the tv stations were NARTB members, with the dual radio-video structure continuing popular as stations found radio and tv can live together to their mutual advantage. Steps were taken to modernize the radio code, known as the NARTB Standards of Practice.

The state association structure made progress, with 42 states now having their own organizations. A plan to form a federation of these state groups did not move forward, though all maintained a close liaison with the national association.

Several new associations were in the formative stage—a new Federation of American Radio Broadcasters; National Assn. of Television Program Managers; Daytime Broadcasters Assn. and Ultra-High Frequency Tv Assn.

The radio-tv-electronic manufacturing industry hit a new production high of $5 billion (at the factory) during the year, according to James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn. The industry's association added "Electronics" to its name in July because of its strong military and industrial electronics membership.

A fair practice code for radio-tv sets moved into its final stages during the year. Set manufacturers showed growing interest in high-fidelity sound standards but could not agree on definitions in time to have them inserted in the FTC code. RETMA is reorganizing into two separate segments—radio-tv and military-industrial electronics. Its membership hit a new high mark of 361.

At BAB, a top-level executive rearrangement was set in motion in November when President William B. Ryan resigned in a move generally attributed to differences over policy. He first asked that he be relieved of duties as of next Feb. 1, anniversary date of his contract, but subsequently moved the timetable up to Jan. 1, and Kevin B. Sweeney, vice president, was named executive vice president as of that date, pending final decision on the presidency. In another move, John F. Hardesty resigned as director of local promotion of BAB to become eastern sales manager of Westinghouse Radio Stations on Jan. 4.

BAB's budget for 1954, it was announced in the meantime, will total a record $750,000, as against $642,000 set aside at the start of the current year.

### Blair Re-elected

While BAB lost a president, Station Representatives Assn. re-elected one for the first time in that organization's seven-year history, returning John Blair of the John Blair radio and tv sales organizations to the presidency at SRA's annual meeting a fortnight ago. In a report to SRA members, Mr. Blair estimated national spot business for 1953 is up 8% in the case of radio and more than 30% in the case of television.

Among SRA's notable activities during the year, under the managing directorship of T. F. Flanagan, were the establishment of a standard for shared ID's in television film, and—what SRA considers one of its outstanding achievements of 1953—the launching of its "Crusade for Spot Radio" in April under the direction of Reg Rollinson. Some 318 stations are now subscribers to the "crusade," and President Blair described its results as "spectacular."

The ranks of trade associations meanwhile expanded with the formation, in October, of the Ultra High Frequency Assn., designed to protect and enhance uhf television. Lou Poller, WCAN-TV Milwaukee, is president, and, among other leaders, Washington attorney William A. Roberts is general counsel and Melvin A. Goldberg is acting executive secretary.

The position of film in television was firmly established in 1953.

How important film programming had become to stations and their advertisers was

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Broadcasters were optimistic that the final accounting for 1953 would show a repetition of the record-setting financial performance of the broadcast media in 1952, when revenues reached all-time highs in both radio and television. The following tables, from FCC reports, show the latest available official information on broadcast revenues, expenditures, and income, radio and tv:

### TOTAL AM, FM, AND TV RECEIPTS, EXPENDITURES AND INCOME
### (in $ Millions)

| Service | 1952 | 1951 |
|---|---|---|
| | Total broadcast revenues | |
| Radio: AM & FM | $473.1 | $450.4 |
| Television | 324.2 | 235.7 |
| Industry total | $797.3 | $686.1 |
| | Total broadcast expenses | |
| Radio: AM & FM | $410.5 | $392.9 |
| Television | 268.7 | 194.1 |
| Industry total | $679.2 | $587.0 |
| | Total broadcast income (Before Federal income tax) | |
| Radio: AM & FM | $ 62.6 | $ 57.5 |
| Television | 55.5 | 41.6 |
| Industry total | $118.1 | $ 99.1 |

### BROADCAST REVENUES, EXPENSES, AND INCOME OF RADIO (AM-FM) BROADCAST SERVICES 1952 COMPARED TO 1951
### (Figures in $ Millions)

| | 1952 (Estimated) | 1951 | Percent Increase or (Decrease) in 1952 |
|---|---|---|---|
| | Broadcast Revenues | | |
| 4 nationwide networks and 3 regional networks (including owned stations)[1] | $101.0 | $104.0 | (2.9) |
| Other radio stations[2] | 372.1 | 346.4 | 7.4 |
| Total | $473.1 | $450.4 | 5.0 |
| | Broadcast Expenses | | |
| 4 nationwide networks and 3 regional networks (including owned stations)[1] | $ 83.8 | $ 93.9 | (4.4) |
| Other radio stations[2] | 320.7 | 299.0 | 7.3 |
| Total | $410.5 | $392.9 | 4.5 |
| | Broadcast Income (before Federal income tax) | | |
| 4 nationwide networks and 3 regional networks (including owned stations)[1] | $ 11.2 | $ 10.1 | 10.9 |
| Other radio stations[2] | 51.4 | 47.4 | 8.4 |
| Total | $ 62.6 | $ 57.5 | 8.9 |

[1] Includes operations of 25 network owned stations in both years. As result of ownership changes in 1952, however, operations of three such stations are included only for that part of 1952 during which the stations were network owned. The three stations are included in "Other radio stations" for rest of year.
[2] Including 2,241 AM, AM-FM, or independent FM stations in 1951 and 2,320 in 1952.

### BROADCAST FINANCIAL DATA OF TV NETWORKS AND STATIONS, 1952
### (Figures in $ Thousands)

| | 4 networks & Their 15 Owned Stations | 107 Other Stations | Industry Total |
|---|---|---|---|
| Revenues, sale of network time | $101,484 | $ 36,180 | $ 137,664 |
| Revenues, nonnetwork time sales to national, regional sponsors | 21,781 | 58,454 | 80,235 |
| Revenues, time sales to local advertisers | 16,623 | 48,548 | 65,171 |
| Less: commissions to agencies, etc. | 27,509* | 19,015 | 46,524 |
| Net revenues from time sales | 112,379 | 124,167 | 236,546 |
| Revenues, talent sales, etc. | 67,825 | 19,852 | 87,677 |
| Total broadcast revenues | 180,204 | 144,019 | 324,223 |
| Total broadcast expenses | 170,301 | 98,425 | 268,726 |
| Broadcast income before Federal income tax | $ 9,903 | $ 45,594 | $ 55,497 |

* Of this amount, $20,869,192 is applicable to the total sales of network time.

### BROADCAST REVENUES, EXPENSES, AND INCOME OF FM STATIONS 1952 AS COMPARED TO 1951
### (Figures in $ Millions)

| | 1952 No. of Stations | Estimated Amt. | 1951 No. of Stations | Amt. |
|---|---|---|---|---|
| | | FM Broadcast Revenues | | |
| FM STATIONS OPERATED BY: | | | | |
| AM licensees: | | | | |
| Reporting no FM revenues[1] | 376 | — | 381 | — |
| Reporting FM revenues | 162 | $1.7 | 179 | $1.8 |
| Non-AM licensees | 54 | 1.1 | 66 | 1.2 |
| Total FM stations | 592 | $2.8 | 626 | $3.0 |
| | | FM Broadcast Expenses | | |
| FM Stations Operated By: | | | | |
| Non-AM licensees | 54 | $2.1 | 66 | $3.0 |
| FM Industry Total | | [1] | | [1] |
| | | Total FM Broadcast Income (before Federal income tax) | | |
| FM Stations Operated By: | | | | |
| Non-AM licensees | 54[2] | ($1.0) | 66 | ($1.8) |
| FM Industry Total | | [1] | | [1] |

() Denotes loss.
[1] In view of difficulty in a joint AM-FM operation in allocating FM operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few cases did AM-FM licensees state they were unable to segregate the FM revenues.
[2] Eight of the 54 FM stations operated by non-AM licensees reported profitable operations in 1952.

# We can help you cover your bare spots!

Lots of folks climb into the hay, open the window feeling sure they're really covered! But the "coverage" bunches up here and leaves them stark naked and cold somewhere else or in a number of places. So it is with radio-audience coverage. Maybe you think you're *covered,* but there is a chance that a small conversation with KBS would reveal some gaping holes and believe us, you can't have a good healthy sales activity in *all* markets if you're not *reaching* all markets. Hometown and rural America – the private hunting ground of KEYSTONE STATIONS – is ready and waiting for you, and we'd like to tell you (with no hooks or obligations) what we would do if we were behind your desk. Advice is cheap, we know, but this ain't mine-run advice. We're sure you'll be interested. Call us or write us. We can help you cover your bare spots. Honest!

•WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

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111 West Washington St.
STate 2-6303

**NEW YORK**
580 Fifth Avenue
PLaza 7-1460

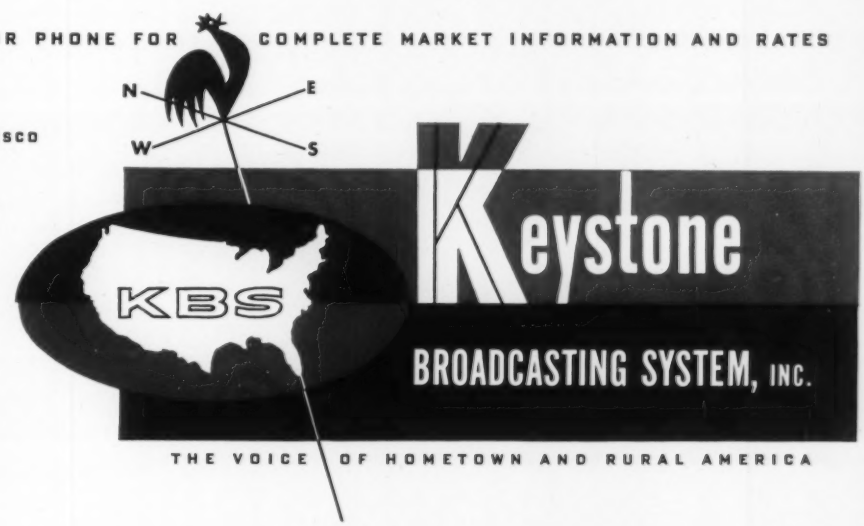
**LOS ANGELES**
1330 Wilshire Blvd.
DUnkirk 3-2910

**SAN FRANCISCO**
57 Post Street
SUtter 1-7440

✓ **TAKE YOUR CHOICE**
A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ **MORE FOR YOUR DOLLAR**
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ **ONE ORDER DOES THE JOB**
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.



# COMPARATIVE NETWORK AM SHOWSHEET

## SUNDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 6:00 PM | Lorillard Monday Morning Headlines | Wm Wrigley Gene Autry (191) R | 5-5:25 Bulldog Drummond | Mutual Benefit H&A—On the Line, J. Considine (193) |
| 6:15 | Paul Harvey | | 6-25 State Farm Ins., C. Brown | Report on America |
| 6:30 | Co-op George Sokolsky | Colgate-Palmolive Co. Our Miss Brooks (205) R | Squad Room Camels P & G | Socony-Vacuum NBC Symphony (178) |
| 6:45 | Don Cornell | | | |
| 7:00 | This Week Around The World | Amer. Tobacco Jack Benny (211) R | Rod & Gun Club-Co-op | |
| 7:15 | | | | |
| 7:30 | What's The Name of That Song | Rexall Drug Amos 'N Andy (212) R | Chamber Music | The Marriage News 7:55 |
| 7:45 | | | | |
| 8:00 | American Music Hall | General Electric Bing Crosby Show (205) R | Hawaii Calls | Six-Shooter 8:25 News |
| 8:15 | | | | |
| 8:30 | | Philip Morris My Little Margie (203) R | Enchanted Hour | NBC Star Playhouse News 9:25 |
| 8:45 | | | 8:55-News | |
| 9:00 | Gruen & Carter Walter Winchell | Hallmark Radio Hall of Fame (199) | Oklahoma City Symphony Orchestra | |
| 9:15 | Lorillard Taylor Grant | | | |
| 9:30 | Call Me Freedom S | Cons. Cosmetics Edgar Bergen Charlie McCarthy Show (202) | | Stroke of Fate |
| 9:45 | | | | |
| 10:00 | Co-op Paul Harvey (118) | Man of the Week | Report From The Pentagon | Last Man Out |
| 10:15 | Bob Dini | | Hazel Markel Co-op | 10:25 News |
| 10:30 | The Assemblies of God "Revival Time" | 10:30-10:35 p. m. Daniel Schorr 10:35-45 p. m. U N Report | Co-op Bert Bachrach | Meet the Press |
| 10:45 | | John Derr Sports | Co-op Rukeyser Reports | |
| 11:00 | Beyond The Stars | News | Co-op Ed Pettitt | News from NBC |
| 11:15 PM | | Dance Orchestra | Dance Orchestra | Joseph C. Harsch Commentary |

## MONDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 6:00 PM | Not in Service | Metro. Life Ins. Allan Jackson (30) | Repeat of Kid Strips | Kaltenborn |
| 6:15 | | Dwight Cook's Guest Book | | Co-op Allen-Horge Sports Daily |
| 6:30 | Budweiser Bill Stern | No Service | | No Network Service |
| 6:45 | Co-op George Hicks | Kaiser-Willys Lowell Thomas (154) R | | Sun Oil Co. 3-Star Extra (34) |
| 7:00 | Vandercook CIO | Toni, Man. Soap Family Skeleton (175) R | Co-op Fulton Lewis, jr. (342) | Inter. Harvester Alex Drier (53) Man on the Go |
| 7:15 | Co-op Kiplinger | General Foods M. W. F. Beulah (122) R | Co-op Dinner Date | No Network Service |
| 7:30 | Gen. Mills, Lone Ranger (153) (See Footnote) | 7:30-35 M-W-F LesPaul&M.Ford Lambert (161) 7:35-45 Campana (174) Julius LaRosa | Amer. Home Prod. Gabriel Heatter | Miles Labs News of World (166) |
| 7:45 | | | Liggett & Myers Perry Como | Miles Labs 1 Man's Family (166) Rp |
| 8:00 | General Motors Henry Taylor (159) | Am. Oil-Hamm. Ed. R. Murrow (98) | The Falcon * | AA of RR's Railroad Hour (192) |
| 8:15 | Sammy Kaye | Auto-Lite Suspense (196) R | | |
| 8:30 | Hollywood Starway | Lever-Lipton Godfrey Talent Scouts (170) R | Co-op Under Arrest | Firestone Voice of Firestone (152) |
| 8:45 | Mike Malloy | | | |
| 9:00 | Metropolitan Opera Auditions of the Air | Lever Brothers Lux Radio Theatre (186) | 9:05 (Philip Morris) Sports "Ten" | Bell Telephone Telephone Hour (185) R |
| 9:15 | | | Co-op News Reel | |
| 9:30 | | | Co-op Reporters Roundup | Cities Service Band of America (113) N |
| 9:45 | | | | |
| 10:00 | ABC Late News 10:00-10:05 | R. J. Reynolds Vaughn Monroe (187) | A. F. of L. Frank Edwards (151) | Fibber McGee & Molly *3-Plan |
| 10:15 | Co-op Headline Edition | | Put It To Pat | Can You Top This? |
| 10:30 | Turner Calling | 10:30-35 Gen. Fds. (80) Robert Trout | (Co-op) Deems Taylor Concert | TBA |
| 10:45 | Martha Lou Harp (See Footnote) | 10:35-11 p.m. Dance Orch. | | |
| 11:00 | Valentino | News | Co-op Ed Pettitt News | No Network Service |
| 11:15 PM | Sports Report S | Dance Orchestra | U. N. Highlights | News of the World Morgan Beatty |

## TUESDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 6:00 PM | Not in Service | Metro. Life Ins. Allan Jackson (30) | Repeat of Kid Strips | News |
| 6:15 | | Dwight Cook's Guest Book | | Co-op Allen-Horge Sports Daily |
| 6:30 | Budweiser Bill Stern | No Service | | No Network Service |
| 6:45 | Co-op George Hicks | Kaiser-Willys Lowell Thomas (155) R | | Sun Oil Co. 3-Star Extra (34) |
| 7:00 | Vandercook CIO | Toni, Man. Soap Family Skeleton (175) R | Fulton Lewis, jr. (342) | Inter. Harvester Alex Drier (53) Man on the Go |
| 7:15 | Co-op Kiplinger | Beulah | Co-op Dinner Date | No Network Service |
| 7:30 | Starr of Space (See Footnote) | Longines Wittnauer Choraliers (100) R | Niagara Mfg. & Dist. Co. G. Heatter | Miles Labs. News of World (168) |
| 7:45 | | Am. Oil-Ed. R. Murrow (98) | 7:45-8 Christopher Lynch | Miles Labs 1 Man's Family (166) Rp |
| 8:00 | 3-City Byline | Mars Inc. People Are Funny (172) | Mickey Spillane Mystery* | Chevrolet Dinah Shore (196) |
| 8:15 | Sammy Kaye | | * " | Songs with Sinatra |
| 8:30 | Hollywood Starway | Colgate-Palmolive Co. Halo, Palmolive Mr & Mrs North (206) R | (Co-op) High Adventure | Barrie Craig *OT |
| 8:45 | Mike Malloy | | | |
| 9:00 | Co-op Town Meeting | Wrigley Johnny Dollar (194) | 9:05 (Philip Morris) Sports-"Ten" | Liggett & Myers Dragnet (197) |
| 9:15 | | | Co-op Newsreel | |
| 9:30 | Chr. S. Publ. Co. Irwin D Canham (20) | Carter-Toni My Friend Irma (200) | Search That Never Ends | Swayze News Stewart-Warner |
| 9:45 | | | | Rocky Fortune 9:35-10 |
| 10:00 | ABC Late News 10:00-10:05 | C-P-P. L. Creme Louella Parsons (189) R | A. F. of L. Frank Edwards (151) | Fibber McGee & Molly *3-Plan |
| 10:15 | Co-op Headline Edition | 10:15-20 Gen. Fds. Galen Drake | Put It To Pat | Can You Top This? |
| 10:30 | Turner Calling | 10:30-35 Robert Trout | Co-op State of the Nation | TBA |
| 10:45 | Orchestra (See Footnote) | Dance Orchestra | | |
| 11:00 | Valentino S | News | Co-op Ed Pettitt-News | No Network Service |
| 11:15 PM | Sports Report S | Dance Orchestra | U. N. Highlights | News of the World Morgan Beatty |

## WEDNESDAY

| | ABC | CBS |
|---|---|---|
| 6:00 PM | Not in Service | Metro. Life Ins. Allan Jackson (30) |
| 6:15 | | Dwight Cook's Guest Book |
| 6:30 | Budweiser Bill Stern | No Service |
| 6:45 | Co-op George Hicks | Kaiser-Willys Lowell Thomas (155) R |
| 7:00 | Vandercook CIO | Toni, Man. Soap Family Skeleton (175) R |
| 7:15 | Co-op Kiplinger | General Foods Beulah (110) R |
| 7:30 | Gen. Mills, Lone Ranger (153) (See Footnote | 7:30-35 M-W-F LesPaul&M.Ford Lambert (161) 7:35-45 Campana (174) Julius LaRosa |
| 7:45 | | |
| 8:00 | 3-City Byline | Am. Oil-Hamm. Ed. R. Murrow (98) |
| 8:15 | Sammy Kaye | P & G FBI in Peace and War (193) |
| 8:30 | Hollywood Starway | Chesebrough Dr. Christian (188) R |
| 8:45 | Mike Malloy | |
| 9:00 | Philco Radio Playhouse | Cathy & Edwards Lewis On Stage "Ten" |
| 9:15 | | |
| 9:30 | Sterling Drug Mystery Theatre | Crime Classics |
| 9:45 | | |
| 10:00 | ABC Late News 10:00-10:05 | Rogers of the Gazette |
| 10:15 | Co-op Headline Edition | |
| 10:30 | Turner Calling | 10:30-35 Galen Drake |
| 10:45 | Front & Center 10:35-11 (See Footnote) S | 10:30-35 Gen. Fds. Robert Trout Dance Orch. |
| 11:00 | Valentino S | News |
| 11:15 PM | Sports Report S | Dance Orchestra |

## SUNDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 9:00 AM | Radio Bible Class | Music Room | Dr. Wyatt Wings of Healing | Co-op World News Lockwood Doty |
| 9:15 | | News S | " | Youth Brings You Music |
| 9:30 | Prophecy, Inc. Voice of Prophecy (99) | E. Power Biggs | Christian Ref. Church Back to God | Carnival of Books |
| 9:45 | | | " | Faith In Action |
| 10:00 | Message of Israel S | Church of Air S | Radio Bible Class (311) | National Radio Pulpit S |
| 10:15 | | | " | |
| 10:30 | Negro College Choirs S | | Voice of Prophecy (327) | Dr. Peale Art of Living S |
| 10:45 | | | " | News Highlights S |
| 11:00 | Pan-American Union | Salt Lake City Tabernacle | Dawn Bible Frank & Ernest | |
| 11:15 | | | Merry Mailman Co-op | Viewpoint USA |
| 11:30 | The Christian In Action S | Invitation to Learning* S | Northwestern U. Review S | Interlude |
| 11:45 | | | | Keesler Air Force Base Male Chorus |
| 12:00 N | Gloria Parker S | Washington U. S. A. | College Choirs | Music by Mantovani |
| 12:15 PM | | | | |
| 12:30 | The World Tomorrow Radio Church of God | Foreign Affairs Report | Bill Cunningham Co-op | The Eternal Light S |
| 12:45 | | Geo. Hermann News | Mutual Music Box | |
| 1:00 | Churches of Christ Herald of Truth (108) | Man's Right to Knowledge | Keep Healthy | For Better Living |
| 1:15 | | | World Traveler | Ask Hollywood |

## MONDAY - FRIDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 9:00 AM | Quaker-Toni Breakfast Club (290) | Co-op News | Co-op Robt. Hurleigh | No Network Service |
| 9:15 | Swift & Co. Breakfast Club (290) R | No Service | Co-op Cliff's Family | |
| 9:30 | Philco Corp Breakfast Club (289) | Knomark Kellogg Godfrey (192) R | | Ev'ry Day See Note |
| 9:45 | Sterling Drug My True Story (212) | Clinton Intl. Celluc. Godfrey (199) R | Co-op Cecil Brown (92) | P&G. Welcome Travelers (150) |
| 10:00 | G.Mills M-W-F Toni Tu&Th Whispering Streets (224) | Star-Kist Frigidaire-Arthur Godfrey (198) R | Co-op Faith In Our Time | General Foods Bob Hope (139) |
| 10:15 | When A Girl Marries (165) Carnation Co. (Eff. 1/4) | Toni, Lever Godfrey (203) R | 10:30 S. C. Johnson News 10:35 Johnny Olsen Show | Miles Labs Break the Bank |
| 10:30 | Ex-Lax (MWF) Co-op (T & Th) Modern Romances | National Biscuit Pillsbury Godfrey (201) R | Wonderful City 11-11:25 | C-P-P Strike It Rich (179) |
| 10:45 | Paging the Judge | Liggett & Myers WMF Pillsbury Tu-Th (206) R | Queen For a Day | |
| 11:00 | Campbell Double or Nothing 11:30-11:55 | Contnl. Baking Make Up Your Mind (56) | Tues. & Thur. Quaker M W F-Sust. | C-P-P The Phrase that Pays (183) |
| 11:15 | Turn to a Friend 11:55-12:25 | P&G Ivory Snow Rosemary (117) | M-F 11:45-12 P. Lorillard | Second Chance *3-Plan |
| 11:30 | Jack Berch Prudential 12:25-12:30 | General Foods Wendy Warren (159) | Miles Labs Curl Massey Time | Pauline Frederick Reporting |
| 11:45 | | Lever Bros. Aunt Jenny (179) | Johnson & Son News 12:15-12:20 | |
| 12:00 N | General Mills The Bill Ring Show | Whitehall Helen Trent (186) | 12:20-12:30 Carl Warren's Guest Time | |
| 12:15 PM | Not in Service | Whitehall Our Gal Sunday (179) | 12:30-1 No Service | No Network Service |
| 12:30 | Co-op Paul Harvey | P&G Ivory Road of Life (154) | Co-op Cedric Foster | |
| 12:45 | Co-op Ted Malone | P&G Oxydol Ma Perkins (167) | Here's To My Lady | |

## SATURDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 9:00 AM | Co-op No School Today | Co-op News | No Network Service | Skelly Oil This Farming Business (30) |
| 9:15 | | No Service | | Howdy-Doody 8:30-9:30 a.m.* |
| 9:30 | | 9:30-40 Star Lighters | | |
| 9:45 | | 9:40-45 Lambert, Les Paul & Mary Ford | | My Secret Story |
| 10:00 | | Garden Gate | | |
| 10:15 | | Galen Drake | Co-op Woody Woodpecker | Woman in Love |
| 10:30 | Ralston Space Patrol (284) | Robt. Q. Lewis Milner Products (122) | | |
| 10:45 | | 10:30-35 Les Paul & M. Ford Lambert (140) | 10:30-10:35 Johnson News 10:35-11 | Pet Milk Mary Lee Taylor (144) |
| 11:00 | | Let's Pretend | Woody Woodpecker Co-op | |
| 11:15 | Platterbrains | Romance * | Helen Hall | |
| 11:30 | | | No Network Service | |
| 11:45 | All-League Clubhouse S | TBA | 11:30 Johnson & Son News 11:35 U. S. Military Academy Band | The Big Preview |
| 12:00 N | | 12-12:05 p.m. Shadel-News Campana (188) | | |
| 12:15 PM | 101 Ranch Boys S | Cream of Wheat Theatre of Today (159) | Quaker Man on the Farm | |
| 12:30 | | | | |
| 12:45 | American Farmer S | Carnation. Stars Over Hollywood (201) | 5th Army Band | |
| 1:00 | | | | |
| 1:15 | Navy Hour S | Carter City Hospital (205) | Dance Orch | Allis-Chalmers Natl. Farm & H. Hour (188) |

## SATURDAY

| | ABC |
|---|---|
| 1:30 PM | |
| 1:45 | |
| 2:00 | |
| 2:15 | |
| 2:30 | |
| 2:45 | |
| 3:00 | |
| 3:15 | |
| 3:30 | |
| 3:45 | |
| 4:00 | |
| 4:15 | |
| 4:30 | |
| 4:45 | |
| 5:00 | |
| 5:15 | |
| 5:30 | |
| 5:45 PM | |

XUM

# FOR JANUARY 1954

## THURSDAY

| | NBC | ABC | CBS | MBS | NBC |
|---|---|---|---|---|---|
| 6:00 PM | Kaltenborn | Not in Service | Metro. Life Ins. Allan Jackson (30) | Repeat of Kid Strips | News |
| 6:15 | Co-op Allen-Horge Sports Daily | | Dwight Cook's Guest Book | | Co-op Allen-Horge Sports Daily |
| 6:30 | No Network Service | Budweiser Bill Stern | No Service | | No Network Service |
| 6:45 | Sun Oil Co. 3-Star Extra (34) | Co-op George Hicks | Kaiser-Willys Lowell Thomas (155) R | | Sun Oil Co. 3-Star Extra (34) |
| 7:00 | Inter. Harvester Alex Drier (53) Man on the Go | Vandercook CIO | Toni, Man. Soap Family Skeleton (175) R | Fulton Lewis jr. (342) | Inter. Harvester Alex Drier (53) Man on the Go |
| 7:15 | No Network Service | Co-op Kiplinger | Beulah | Co-op Dinner Date | No Network Service |
| 7:30 | Miles Labs News of World (158) | Starr of Space (See Footnote) | Longines Wittnauer Choraliers (96) R | Deepfreeze Appliance Gabriel Heatter | Miles Labs News of World (168) |
| 7:45 | Miles Labs 1 Man's Family (166) Rp | | Am. Oil- Ed. R. Murrow (98) | 7:45-8:00 Christopher Lynch | Miles Labs 1 Man's Family (166) Rp |
| 8:00 | R. J. Reynolds Walk a Mile (196) | 3-City Byline S | Meet Millie | Official Detective | TBA |
| 8:15 | | Sammy Kaye | | | |
| 8:30 | Kraft Gildersleeve (160) | Hollywood Starway | Junior Miss | Co-op Crime Fighters | Father Knows Best S |
| 8:45 | | Mike Malloy | | | |
| 9:00 | DeSoto Plymouth Dealers, You Bet Your Life (191) | The George Jessel Show | GE Meet Mr. McNutley (206) | 9:05 Philip Morris Sports-"Ten" | Pet Milk Truth or Consequences (166) |
| 9:15 | | | | Co-op News Reel | |
| 9:30 | Amer. Cig. & Cig. Big Story (192) | Horatio Hornblower | Jergens Time for Love (130) | Philip Morris My Little Margie | Swayze News Stewart-Warner |
| 9:45 | | | | | Eddie Canter 9:35-10 *OT |
| 10:00 | Fibber McGee & Molly *3-Plan | ABC Late News 10:00-10:05 | 10-10:15 p.m. Eric Hogins Minority of One | A. F. of L. Frank Edwards (151) | Fibber McGee & Molly *3-Plan |
| 10:15 | Can You Top This? | Co-op Headline Edition | 10:15-30 p.m. UN on the Record | Put It To Pat | Can You Top This? |
| 10:30 | Report from the White House | Turner Calling | 10:30-35 Robert Trout | Co-op Deems Taylor Concert | Jane Pickens Show Co-op |
| 10:45 | | Answers for Americans (See Footnote) | Three Suns | | |
| 11:00 | No Network Service | Martha Lou Harp S | News | Co-op E. D. Pettitt-News | No Network Service |
| 11:15 PM | News of the World Morgan Beatty | Sports Report S | Dance Orchestra | U.N. Highlights | News of the World Morgan Beatty |

## FRIDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 6:00 PM | Not in Service | Metro. Life Ins. Allan Jackson (30) | Repeat of Kid Strips | Kaltenborn |
| 6:15 | | Dwight Cook's Guest Book | | Co-op Allen-Horge Sports Daily |
| 6:30 | Budweiser Bill Stern | No Service | | No Network Service |
| 6:45 | Co-op George Hicks | Kaiser-Willys Lowell Thomas (155) R | | Sun Oil Co. 3-Star Extra (34) |
| 7:00 | Vandercook CIO | Toni, Man. Soap Family Skeleton (175) R | Fulton Lewis jr. (342) | Inter. Harvester News Parade (53) |
| 7:15 | Co-op Kiplinger | General Foods Beulah (110) R | Co-op Dinner Date | No Network Service |
| 7:30 | Gen. Mills, Lone Ranger (153) (See Footnote) | 7:30-35 M-W-F LesPaul&M.Ford Lambert (161) | Gabriel Heatter | Miles Labs News of World (168) |
| 7:45 | | 7:35-45 M-W-F Julius LaRosa | Liggett & Myers Perry Como | Miles Labs 1 Man's Family (166) Rp |
| 8:00 | 3-City Byline S | Am. Oil-Hamm. Ed. R. Murrow (98) | Starlight Theatre * | Chevrolet Dinah Shore (198) |
| 8:15 | Sammy Kaye | P & G Mr. Keen (199) R | | Songs with Sinatra |
| 8:30 | Hollywood Starway | Arthur Godfrey Digest Owens Corning (203) | Co-op Take a Number | Amer. Dairy Bob Hope (198) |
| 8:45 | Mike Malloy | | | " |
| 9:00 | Hotpoint & Lambert Ozzie & Harriet | Stage Struck | 9:05 Philip Morris Sports-"Ten" | RCA Harris Faye (198) |
| 9:15 | | | Co-op Newsreel | " |
| 9:30 | TBA | | Have A Heart | Swayze News Stewart-Warner |
| 9:45 | | | | House of Glass 9:35-10 |
| 10:00 | 10:00 Fights Gillette | Capitol Cloakroom | A. F. of L. Frank Edwards (26) | Fibber McGee & Molly *3-Plan |
| 10:15 | | | Put It To Pat | Can You Top This? |
| 10:30 | | 10:30-10:35 Robert Trout | Co-op Deems Taylor Concert | Listen to Washington |
| 10:45 | | Dance Orchestra | | |
| 11:00 | Martha Lou Harp S | News | Co-op E. D. Pettitt News | No Network Service |
| 11:15 PM | Frank & Jackson | Dance Orchestra | U.N. Highlights | News of the World Morgan Beatty |

## SATURDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 6:00 PM | Labor | Philadelphia Orchestra | Dance Orchestra | George Hicks News |
| 6:15 | Management S | | | H. V. Kaltenborn News Co-op |
| 6:30 | Co-op Bob Finnegan Sports | | Dinner Date | Know Your NBC's |
| 6:45 | Una Mae Carlisle | | 6:55 Johnson-News Repeat | |
| 7:00 | Disaster Strikes | Johnny Mercer Show | Co-op Al Helfer | Baron and the Bee |
| 7:15 | The 3 Suns | | Co-op Report from Washington | |
| 7:30 | Dinner At The Green Room S | | 7:30-7:55 Farm Quiz | NBC Lecture Hall |
| 7:45 | | | State Farm Auto Ins. Co. C. Brown | |
| 8:00 | Dancing Party S | Gunsmoke S | 20 Questions | College Quiz Bowl |
| 8:15 | | Sanka Salute (99) R 8:25-30 p.m. | | |
| 8:30 | | Gangbusters * | Co-op Virginia Barn Dance | Theatre Royal |
| 8:45 | | | | |
| 9:00 | | P. Lorillard Two For The Money (206) | (Co-op) New England Barn Dance Jamboree | The Hollywood Story |
| 9:15 | | Saturday Night Country Style | | |
| 9:30 | | | Lombardoland U.S.A. S | R. J. Reynolds Grand Ole Opry (91) |
| 9:45 | | | | |
| 10:00 | Anonymous | | Chicago Theatre of the Air S | Ralston Purina Eddie Arnold Show (115) |
| 10:15 | | | | |
| 10:30 | Treasury Show | 10:30-35 News Daniel Schorr | | Pee Wee King Show Co-op |
| 10:45 | | Dance Orchestra | | |
| 11:00 | The Playboys | News | Co-op Ed Pettitt | News from NBC |
| 11:15 PM | Orchestra | Dance Orchestra | Dance Orchestra | Joseph C. Harsch Commentary |

## SUNDAY

| | MBS | NBC |
|---|---|---|
| | Lutheran Hour | U. of Chicago Roundtable |
| | Bandstand USA | The Catholic Hour |
| | Sammy Kaye | American Forum of the Air |
| | U. S. Marine Band | Golden Voices |
| | Author Meets The Critic | The Golden Treasury |
| | Counter Spy | Weekend (Radio "Sunday Newspaper") Participating See Note |
| | 4:30-4:55 Nick Carter | |
| | People Helping Each Other * | |
| | The Shadow | |
| | True Detective Mysteries | |
| | " | |

## MONDAY - FRIDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| | Closed Circuit | P&G Crisco Dr. Malone (163) | Luncheon with Lopez | No Network Service |
| | | P&G Duz Guiding Light (161) | | |
| | Co-op M. M. McBride | GF Swan-Cal. Mrs. Burton (146) | Fred Robbins | |
| | | P&G Tide Perry Mason (173) | 2:25 Johnson & Son, News | |
| | Jack's Place 2:35-4:00 | Toni & Bristol Myers Nora Drake (197) | Ladies Fair | Jane Pickens 2:55 News Banghart |
| | | P&G Ivory Fl. Brighter Day (177) | | |
| | Gen Mills Joe Emerson (27) | Miles Labs Hilltop House (147) R | John Gambling | P&G Life-Beautiful (170) |
| | Jack's Place (Cont'd) | Lever, Kellogg Housearty * (182) R | | P&G Road of Life (163) |
| | | Pillsbury House Party (194) R* | | P&G Pepper Young (166) |
| | | Toni, Man. Soap Wizard of Odds (180) | | P&G Right to Happiness (163) |
| | Jack Owens | Gen. Fds.(4-4:05) Robt. Q. Lewis (85) | After..oon News | P&G Backstage Wife (175) |
| | | Corn Prod. Sunshine Sue (56) | Mutual Music Show | Sterling Drug Stella Dallas (151) |
| | Music in the Afternoon S | | | Sterling Drug Young Widder Brown (151) |
| | | 4:55-5 News | Co-op Welcome Ranch | Manhtn. Soap Woman in My House (181) |
| | Co-op Big Jon & Sparkie | | | Whitehall† Just Plain Bill (143) |
| | Oklahoma Wranglers | No Service | Tu&Th Quaker Sgt. Preston of the Yukon M-W-F Songs of the B-BAR-B S | Whitehall Front Page Farrell† (138) |
| | Lum & Abner Co-op | | | C-P-P Lorenzo Jones (191) |
| | Tommy Howard Trio | Miles Labs Curt Massey Time (149) R | 5:30-5:55 M W-F-Kellogg Wild Bill Hickok Tu & Th Derby-Sky King | It Pays To Be Married *3-Plan |

## SATURDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| | Vincent Lopez Show S | Hormel & Co. Music with Hormel Girls (124) | Symphonies For Youth | Parade of Service Bands |
| | | 2:00-05 Les Paul & M. Ford Lambert (130) | | |
| | | 2:10-30 Alfredo Antonini | 2:25 Johnson News | |
| | | Make Way For Youth | 101 Ranch Boys | |
| | | Report From Overseas | Bandstand U.S.A. | |
| | Metropolitan Opera Texas Co. | Adv. in Science | | |
| | | Farm News | Sports Parade | |
| | | World Assignment | | |
| | | Operation Music | Salute to the Nation | |
| | | Saturday at the Chase | Mac McGuire Show | Road Show 2 to 6 p.m. |
| | Martha Lou Harp | 5-5:30 Tommy Dorsey Treasury Show | 5-5:05 Johnson News 5:05 Walter Preston's Show Shop, 5:55 Johnson & Son News | |
| | Paulena Carter | 5:30-45 p.m. Saturday Sports Round-up | | |
| | Club Aluminum Club Time (29) | 5:45-6 Daniel Schorr News | | |

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—S:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News. (332).
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—S:30- 9:15 a.m. Sun. General Foods Corp. Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Peter Hackes—News (8).
12-12:05 p.m. Sat. Campana—Bill Shadel 188.
3:15- 3:30 p.m. MWF Lever—Houseparty 180.
3:15- 3:30 p.m. Tue Kellogg—& Houseparty 191.
3:15- 3:30 p.m. Fri Green Giant—Houseparty 171.
3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 191.
3:30- 3:45 p.m. Fri Kellogg—Houseparty 192.
4-4:05 p.m. M-F Gen. Fds.—Robert q. Lewis 84.
Arthur Godfrey Clients 10-11:30 a.m.
10-10:15 a.m. Knowmark & Kellogg (alt. Frl.) 192.
10:15-30 a.m. Snow Crop & Kleenex (alt. days) 199.
10:30-45 a.m. Frigidaire Tu. Th.; Star Kist M. W. Alt. Frl. 198.
10:15-11 a.m. Lever M.-W., Toni Tu-Th. (alt. Frl.) 203.
11-11:15 a.m. Pillsbury M.-W., alt. Frl.; Natl. Bis. Tu.-Th., alt. Frl. 203.
11:15-30 a.m. Liggett & Meyers M.-W.-F.; Pillsbury Tu.-Th. 206.
11:25-30 a.m. TBA.

MBS—M-F 8:55-9:00 a.m.—Gabriel Heatter-Block Drug & VCA Labs, alternate days
* "People Helping Each Other."
Credit Union Nat'l Assoc. 4:55-5:00 p.m. Sunday.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville-Bill Henry.
Saturday S-8:30 p.m.—Twenty Questions—Credit Union National Assn. Sponsors 15 min only—alternate weeks—
Procter & Gamble—Mon-Frl.
Mon.-Frl. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—
R. J. Reynolds Tobacco Co.—Mon., Tues. & Thurs.
S.O.S. Company—Mon.-Frl.
Sun. 6:30-7 p.m.—Squad Room—Participating sponsors:
Camels and Procter & Gamble
Mon.-Frl. 11:25-11:30 a.m. S. C. Johnson—News

NBC—S-8:15 a.m., Skelly Oil. M-F, News (281); † Whitehall Pharm. "Just Plain Bill", "Front Page Farrell" alt. days.
Three-Plan:
Lewis-Howe Tue. Fibber & Molly; Wed. Second Chance; Thurs. It Pays To Be Married

December 28, 1953

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

*Rep. Capper Publications, Inc.*

WLW-C

Columbus' dynamic TV station

... with central Ohio's only Client Service Department to "plus" your advertising

reflected in a special B•T survey published July 13. The survey showed that film occupied 27.3% of the programming time of interconnected network affiliates, 54.2% of the total programming of non-interconnected affiliates, 60.8% of the time of indendent stations.

At that time film made originally for theatrical showing was used in greater volume than film made especially for tv. In terms of percentage of total programming time movie vs. tv film worked out this way: Interconnected affiliates, movies 17.1%; tv film, 10.2%; non-interconnected affiliates, movies, 32.7%; tv film, 21.5%; independents, movies, 43.1%, tv film, 17.7%.

With film in so much demand and new stations coming on the air in quantity, the film industry was growing rapidly. The year was characterized by several mergers which resulted in major film companies making and distributing films for tv.

### Color Authorized

Without doubt one of the most important, if not the most significant, FCC actions in 1953 was the approval of the National Television System Committee's compatible color television standards. This occurred eight days before Christmas. Virtually all the broadcasting and manufacturing elements of the industry hailed the decision, but there were warnings that color tv would grow slowly—in programs telecast and in the number of receivers produced and the price of receivers sold. Consensus was that 1956 would be the first full year of color tv for the mass audience and the consumer population.

As a corollary to the FCC's action, the year also saw RCA demonstrate magnetic tape recording of black and white and color video signals. Significant as the tape recording of video signals was, the ability to record color as well as monochrome, indicated a major place for tape recording in broadcasting operations when color tv became a full-fledged, regular service on the airwaves.

In the color equipment field, 1953 saw CBS show an improved tri-color kinescope which, it claimed, permitted easier, thus cheaper, production. It also claimed that its development permitted larger picture tubes. CBS also showed station camera gear which was said to be less expensive, initially and in operation costs, than those heretofore proferred by other companies. The camera equipment was based on the use of CBS' original field sequential camera, with revolving disc, with signals fed through a "Chromacoder" to translate them into the NTSC standards.

Aside from color television, the most significant highlight of FCC in 1953 was the change in the very composition of the Commission itself. For the first time since its inception in 1934, FCC had a Republican chairman and a republican majority—reflecting the advent of President Eisenhower's administration, also the first Republican in two decades.

The President chose an FCC career man, Comr. Rosel H. Hyde, as chairman to succeed Comr. Paul A. Walker, who retired June 30 and now is in private practice. Mr. Walker had been an initial appointment to the Commission in 1934.

The President named John C. Doerfer of Wisconsin to succeed President Truman's recess appointee, Eugene H. Merrill, who had been named to fill the unexpired term of Robert F. Jones to June 30, 1954. Later, the President chose Robert E. Lee as recess appointee to succeed Mr. Walker. The Senate still must confirm Comr. Lee.

The Commission now includes Republicans Hyde, Doerfer, Lee and George E. Sterling, Democrats Frieda B. Hennock and Robert T. Bartley, and E. M. Webster, independent.

With the change of administration, wholesale changes in the FCC staff had been expected as nearly 70 positions were reported open to political option. However, aside from the general counselship, from which Benedict P. Cottone resigned and was replaced by Warren E. Baker, the many staff changes which did occur could only be attributed to Commission employes going to better jobs in private industry or elsewhere in government and their replacement through normal Civil Service channels.

The major interest of FCC during the year was cutting administrative red tape generally and speeding up television application processing and hearings. To help dig away at the tv paper-work mountain, Congress even went so far as to provide supplemental funds and specified about $1 million of the fiscal 1954 appropriation for tv processing.

### Record of Tv Grants

On Jan. 1, 1953, post-thaw tv grants totaled 49 vhf and 126 uhf, of which 13 vhf and 6 uhf were on the air augmenting the 108 vhf pre-thaw stations operating. As of Dec. 15, post-thaw grants totaled 194 vhf and 292 uhf commercial permits plus 11 vhf and 17 uhf noncommercial, educational permits. There not only were grants, but also deletions, as permittees returned some 7 vhf and 23 uhf authorizations to FCC, chiefly for economic reasons.

Four post-freeze stations ceased operation for economic reasons (two vhf and two uhf) but one, vhf ch. 11 KONA (TV) Honolulu, resumed following sale to new interests. Vhf ch. 6 KFXD-TV Nampa, Ida., has not resumed but was sold and is waiting FCC approval. Uhf ch. 27 WROV-TV Roanoke, Va., quit and now is contestant for vhf ch. 7 there. Most recent to suspend was uhf ch. 59 WBES-TV Buffalo on Dec. 18. Its physical plant reportedly is to be purchased by vhf ch. 2 merger applicant Niagara-Frontier Amusement Co.

Hearing and processing procedures on applications were modified to speed up new tv grants. FCC ordered examiners to hold pre-hearing conferences and have the contestants set forth the principal contentions on which they would base their case. Applications now are initially processed by the FCC staff respecting basic legal, financial and engineering qualifications, thus reducing hearing time to consideration of only comparative issues. Applicants have been asked to condense their cases through use of written evidence and stipulations.

By mid-year the Commission had cleared the backlog of non-hearing tv bids and announced that when contested bids became uncontested, through mergers or dropouts, the surviving application would be considered at the next regular meeting. Net

result of this policy was to reduce potential hearings as applicants merged, withdrew or proposed share-time operations. Although not a completely satisfactory solution, some share-time stations were authorized, the first in television.

Lucrative new field for the shakedown artist developed in the television scramble in the form of "strike" applications. When a legitimate applicant was due for a grant, he could receive same by paying an under-counter "fee" to the owner of a competitive strike bid for his dismissal. Because of the difficult burden of proof, FCC has had an almost impossible chore in separating the sheep from the goats. Circumstantial evidence can make a legitimate late-filed application appear to be a block, hence FCC has trod cautiously in this area.

The Commission, however, has acted in several cases in which the "good faith" of an applicant was questioned or put in issue. These were at Pine Bluff, and Fort Smith, Ark., and Buffalo, N. Y. FCC has called for hearing on the vhf ch. 2 merger bid of Niagara-Frontier Amusement Co. to determine, among other things, the good faith of dismissed applicant Enterprise Transmission Inc.

Television licenses were extended to three years, matching am and fm.

The multiple ownership proposals were finalized to set a limit of five tv, seven am and seven fm to each firm or person. In late December the rules were expected to be further changed to allow the holder of five vhf stations to acquire an additional pair of uhf interests.

The WSM-TV Nashville experimental booster operation at Lawrenceburg, Tenn., proved successful and later in the year Sylvania Electric Products Inc. petitioned for rule-making to allow satellite tv operation. No action has been taken.

### Community Television

The fate of community television systems in part hinges on information which FCC has requested from J. E. Belknap & Assoc. about its proposed use of microwave radio relays. FCC awaits its reply.

Mid-year FCC denied special frequencies for exclusive theatre tv relays, concluding common carrier channels already are available.

Subscription television issue was raised once again, this time by uhf stations across the country who petitioned FCC for proposed rule-making.

Hard-luck stories of some uhf permittees and of others who returned their permits to the Commission prompted FCC in the fall to initiate a progress study of post-thaw outlets. To be issued around the first of the year, FCC's findings reportedly are that uhf has fared about as well as vhf in post-thaw markets but the question of uhf in pre-freeze vhf cities needs more study.

June 2, end of the one-year ban on changes in the allocation plan and rules, passed with but little comment. Only one commercial broadcaster, WWEZ New Orleans, unsuccessfully sought removal of the educational reservation on vhf ch. 8 there.

Subsequent allocation proposals, plus one big proposal by the Commission adding three-dozen uhf channels to contested areas to help break hearing deadlocks, resulted in final action in 30 cases involving 115 changes in the allocation table. Some 17 other bids for changes were denied.

In a significant Court of Appeals ruling in August, concerning an appeal by WLAN Lancaster, Pa., in its ill-fated attempt to secure vhf ch. 8 there, assigned to WGAL-TV Lancaster, the court upheld the FCC's fixed allocation plan for television. A second suit, however, is pending by WSAL Logansport, Ind., which challenges the tv reallocation decision.

Proposed rule-making was called late in the year looking toward improvement of television auxiliary channels, including some new facilities and exclusive use of other frequencies instead of sharing.

### Operator Rules

Significant in the standard broadcast field were FCC's approval of remote transmitter operation and use of lesser grade operators under certain conditions, aiding am outlet economics. The North American Regional Broadcasting Agreement of 1950 again went un-ratified. Engineering standards were modified and blanket area restrictions around am transmitters were eased. 540 kc was made available for assignment and in early December several grants were issued. High power Class II stations were made possible in the U. S. territories.

The daytime skywave case was severed from the hoary clear channel proceeding to allow "early" action.

Of importance to all broadcast services, FCC overhauled Part 17 of its rules regulating construction of antenna towers and eased the way for air navigation clearance, but by December, after several airplane crashes into towers, aviation officials indicated a desire to reopen the issue of tower height and marking regulations.

Although the U. S. Supreme Court has ruled that transit radio does not violate any Constitutional right of the rider, transit radio continued to withdraw across the country. A second test case in the Court of Appeals was rendered moot after WWDC-FM Washington suspended programs over Capital Transit Co. vehicles.

### Multiplexing Considered

At year's end FCC had yet to clarify its rules with respect to transit radio or any other kind of "functional music" fm services, but was expected soon to consider multiplexing proposals as an economic incentive.

In cooperation with civil defense officials, FCC put into effect May 15 its plan for control of electronic radiation (Conelrad) and a successful nationwide test was made in the fall.

While action on legislation dealing with radio and television matters in the first session of the 83d Congress was nearly nil, national lawmakers were busy in committee reviewing broadcast media policy.

The Congress, through its Senate and House Interstate & Foreign Commerce Committees, spotlighted problems entailed in color television, educational video and FCC's progress in processing tv applications. Also on the Congressional scene:

Sen. Edwin C. Johnson (D-Colo.) made


WHY BUY HAMBURGER When Steak Is Available?

IN ALTOONA

Station A—250 watts—ABC
Station B—250 watts—NBC

WVAM–1000 watts–CBS

—REMEMEBR—

Sales don't stop at the city limits . . . neither does WVAM coverage.

WVAM 1000 WATTS CBS
ALTOONA, PA.
WEED & Co. representatives

"Altoona's only 1000 watt station"

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Adds up to:

BETTER QUAD-CITY COVERAGE AT NO INCREASE IN COST!

Les Johnson, V.P. and Gen. Mgr.

QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
MOLINE
ROCK ISLAND
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

a strong bid (S 1396) to permit the big leagues to restore rule 1 (d) which prohibited broadcasts or telecasts of major or minor baseball league games within a radius of 50 miles of a home park. This cleared committee but still pends in the Senate.

The North American Regional Broadcasting Agreement (NARBA) apportioning the am spectrum among the countries of the North American hemisphere, excluding Mexico and Haiti, failed to clear Senate committee. Hearings were held under the Senate Foreign Relations subcommittee chairmanship of the late Sen. Charles W. Tobey (R-N. H.).

After the death of Sen. Tobey in the last days of the session, Sen. John W. Bricker (R-Ohio) took over the chairmanship of the Senate Interstate & Foreign Commerce Committee.

Radio and tv coverage of hearings were on the upgrade again; the House in the last hours before adjournment approved $50,000 for a special committee to probe tax-exempt foundations; Rep. Carl Hinshaw (R-Calif.) asked that subscription tv be made a common carrier (HR 6431) and Rep. Charles A. Wolverton (R-N. J.) proposed in his HR 6819 that a "Telecommunications Policy Committee" (allocation of the spectrum to users) be set up. Bills introduced in the first session carry over to the second.

Congress also earmarked $1,018,496 to be applied to FCC's tv application processing in fiscal 1954; Sen. Joseph R. McCarthy (R-Wis.) introduced a bill (S 2125) to make FCC require recordings and films of everything on radio and tv.


WSYR-TV

Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band
V.H.F. Station in
Central New York

Headley-Reed
National Representatives

NBC Affiliate

WSYR-TV


## PROGRAMS & PROMOTION

### ATTORNEYS ON WIS-TV

THE SOUTH Carolina Bar Association and the law school of the U. of South Carolina have joined WIS-TV Columbia, S. C., in presenting a program to better the public's understanding of the law. Called *What's the Law*, the half-hour program features a panel of three leading South Carolina attorneys who give answers to questions sent in by the public, and when possible, render legal advice. The public has been invited to send in any legal problems, from which will be selected appropriate ones to submit to the panel.

### FOOTBALL ON 'LIVE & LEARN'

PROBLEMS of college athletics, including status of NCAA policy on football tv controls, will be explored in series of four *Live and Learn* programs scheduled by WNBQ (TV) Chicago, NBC o & o outlet. William R. Reed, assistant commissioner of the Big Ten conference, was the first guest yesterday (Sunday). Mr. Reed handles Big Ten public relations and originally helped organize NCAA's first central office in 1946.

### CHRISTMAS CLASSICS

TRADITIONAL hour-long reading of Christmas writings by Dr. Frank C. Baxter, recent Sylvania award winner for his KNXT (TV) Hollywood *Shakespeare on Tv*, was telecast by KNXT Dec. 24 from 11 p.m. to midnight. Presented annually on the USC campus, program included poetry and prose from writings of Thomas Hardy, Robert Frost, Ogden Nash, Dorothy Parker and others.

### ROCKET DEMONSTRATION

A GROUP of Baltimore Polytechnic Institute students and their physics teacher will show the viewers of the *Johns Hopkins Science Review* program how they built and propelled a rocket. The program will feature a short film showing the take-off and flight of their model, which was launched in a field outside of Baltimore and rose to a height of 1200 feet. The rocket was the product of eight months' study of rocket construction, aerodynamics and rocket propulsion theories by the group. *The Johns Hopkins Science Review* is presented each week in the Baltimore studios of WAAM (TV) and is carried across the nation by the DuMont Television Network as a public service.

### PSYCHOLOGY PROGRAMS

QUESTIONS on phychology such as: "Is Insanity Inherited?", "Can Some People Read Other People's Minds?" and "Is Humor Based on Misfortune?" will be discussed on *The Mind of Man*, an educational-type program over KPHO-TV Phoenix, presented by Arizona State College at Tempe. Among other visual techniques, the program uses a silhouette screen because of the difficulty of presenting complete sets and costumes. The screen makes possible more difficult presentments such as Alexander Dumas' separated Siamese twin "Corsican Brothers." At the conclusion of each program, both panel members give a summary of their opinions and the program host, Rexford Bolling, an assistant professor of psychology, gives a final summary.

### WOV-OSSOLA PROMOTION

UNUSUAL PREMIUM is being offered by J. Ossola Co., N. Y. (Torino brand foods), over WOV New York, whereby listeners of station's Italian-language programs may assist friends or relatives in Italy. Listeners are asked to send 15 labels from any of the more than 60 Torino products to the Ossola Co., plus the name and address of a friend or relative in Italy. The company sends to the person in Italy a ticket for a football pool in Italy on which the holder may win money prizes.

### KTTV (TV) 'CHEERATHON'

ANNUAL *Cheerathon* was inaugurated this month by KTTV (TV) Hollywood in recognition of National Salvation Army Week. Hour-long telecast did not ask for direct contributions or pledges, but reminded viewers how donations to the Salvation Army "boiling pots" are used. Appearances by and participation of Hollywood name talent and musicians were approved by AFTRA and AFM.

### Merry Spotology

NBC SPOT SALES is sending to more than 2,000 advertising agencies throughout the country a live Christmas tree, its branches decorated with greeting cards from each of the stations represented by the sales organization. An enclosed card, signed by Thomas B. McFadden, director of NBC Spot Sales, says: "This live picea pungens (Colorado blue spruce) represents our way of saying season's greetings. We're not horticuiturists, we are spotologists (experts in spot broadcasting). For more detailed information on the care and feeding of this evergreen and other flora, look inside this card or see your nurseryman. . . . For complete information on the best spots in the nation's leading radio and tv markets, see us."

### SWISS AID COMMERCIAL

"THE COMMERCIAL must go through" is motto of Joseph Rines, West Coast representative of Sherman & Marquette Inc. N. Y., agency for Colgate-Palmolive Co. Mr. Rines composed a commercial jingle for Halo shampoo, to be played on a music box on a forthcoming program of NBC-TV *Colgate Comedy Hour*. Finding no clockmaker in United States able to construct box to his specifications, job was given to Swiss firm. Two weeks ago highly precision-made instrument, which plays full, correct harmonies, arrived in Hollywood from Europe for future use on series.

### TV VISITS PARAMOUNT

KTLA (TV) Hollywood *Bekin's Hollywood Music Hall*, half-hour weekly program starring Lucille Norman, Victor Young and his "Singing Strings" and sponsored by Bekins Van & Storage Co., L. A., is the first tv program originating live from major film studio. Emanating from the scoring stage of Paramount Pictures with no audience, applause presented a problem, but that was solved by monitoring the show to the KTLA Studio Theatre where an audience waiting for the next program is given applause cues with the results dubbed into the transmission of the musical program. Bekins, which sponsors a similar program on CPRN, according to Brooks Adv. Agency, L. A. agency servicing the account, is planning to release the tv program to additional western cities.

# Station Authorizations, Applications
## (As Compiled by B•T)

***Dec. 17 through Dec. 21***

***Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.***

**Abbreviations:**

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

### FCC Commercial Station Authorizations
### As of Nov. 30, 1953*

| | AM | FM | TV |
|---|---|---|---|
| Licensed (all on air) | 2,485 | 535 | 101 |
| CPs on air | 24 | 26 | †233 |
| CPs not on air | 113 | 20 | 215 |
| Total on air | 2,509 | 561 | †334 |
| Total authorized | 2,622 | 581 | 550 |
| Applications in hearing | 129 | 1 | 154 |
| New station requests | 181 | 5 | 236 |
| Facilities change request | 149 | 30 | 16 |
| Total applications pending | 836 | 94 | 370 |
| Licenses deleted in Nov. | 0 | 3 | 0 |
| CPs deleted in Nov. | 0 | 3 | 7 |

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

### Am and Fm Summary through Dec. 21

| | On Air | Licensed | CPs | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| Am | 2,520 | 2,495 | 138 | 182 | 137 |
| Fm | 563 | 537 | 21 | 6 | 3 |

### Television Station Grants and Applications Since April 14, 1952

***Grants since July 11, 1952:***

| | vhf | uhf | Total |
|---|---|---|---|
| Commercial | 194 | 292 | 486[1] |
| Educational | 11 | 17 | 28 |

***Total Operating Stations in U. S.:***

| | vhf | uhf | Total |
|---|---|---|---|
| Commercial on air | 225 | 115 | 340 |
| Noncommercial on air | 1 | 1 | 2 |

***Applications filed since April 14, 1952:***

| | New | Amnd. | vhf | uhf | Total |
|---|---|---|---|---|---|
| Commercial | 892 | 337 | 686 | 523 | 1,210[2] |
| Educational | 51 | | 25 | 26 | 51[3] |
| Total | 923 | 337 | 711 | 549 | 1,261[4] |

[1] Thirty CPs (7 vhf, 23 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 28 already granted.
[4] Includes 514 already granted.

* * *

**Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].**

# ACTIONS OF FCC

## New Tv Stations . . .

### APPLICATIONS

**Palm Springs, Calif.—Florence P. Raley d/b as Desert Radio & Telecasting Co.** (KPAL), uhf ch. 14 (470-476 mc); ERP 13.275 kw visual, 7.349 kw aural; antenna height above average terrain 770.6 ft., above ground 359.4 ft. Estimated construction cost $143,230, first year operating cost $95,000, revenue $120,000. Post office address 1440 North Louise St., Santa Ana, Calif. Studio location to be determined. Transmitter location on top of Indio Hills Mt. and approximately 7.5 miles NE of Palm Springs. Geographic coordinates 33° 52′ 08″ N. Lat., 116° 25′ 50″ W. Long. Transmitter and antenna DuMont. Legal counsel Barnes & Neilson, Washington. Consulting engineer John H. Mullaney, Washington. Miss Raley deals in investments and is applicant for new am stations at Corona del Mar-Newport Beach and Riverside, both in Calif. Filed Dec. 16.

**Washington, D. C.—United Bcstg. Co.** (WOOK, WFAN (FM)), uhf ch. 50 (686-692 mc); 95.2 kw visual, 46.3 kw aural; antenna height above average terrain 348.5 ft., above ground 340.8 ft. Estimated construction cost $130,840, first year operating cost $175,000, revenue $175,000. Post office address 8th & Eye Sts., N.W., Washington. Transmitter location First Place and Riggs Rd., N.E. Geographic coordinates 38° 57′ 17″ N. Lat., 77° 00′ 17″ W. Long. Transmitter DuMont, antenna Workshop Assoc. Legal counsel, Cohn & Marks, Washington. Consulting engineer A. A. Snowberger, Washington. Principals include President **Richard Eaton** (2%), president and 98% owner World News Service, Washington news gathering agency; Secretary-Treasurer **Margaret G. Eaton** (1%), Assistant Secretary-Treasurer **Lavalle G. Hart**, owner *Alexandria Tribune*, *Fairfax Journal*, both in Va., and secretary and 2% stockholder World News Service. United Bcstg. Co. (97%) is beneficial owner of stock held by Mr. and Mrs. Eaton. All of the stock is voted by Richard Eaton. United Bcstg. is owner of WSID Baltimore, Md.; WANT Richmond, Va.; WARK Hagerstown, Md.; WINX Rockville, Md., WJMO Cleveland, Ohio, and permittee of new tv station or ch. 18 in Baltimore, Md. Filed Dec. 18.

**Chicago, Ill.—WOPA-TV Inc. (WOPA-AM-FM Oak Park, Ill.),** uhf ch. 44 (650-656 mc); ERP 205 kw visual, 110 kw aural; antenna height above average terrain 663 ft., above ground 682 ft. Estimated construction cost $275,605, first year operating cost $252,000, revenue $340,000. Post office address 408 South Oak Park Ave., Oak Park. Transmitter location 105 West Adams St., Chicago. Geographic coordinates 41° 52′ 45″ N. Lat., 87° 37′ 51″ W. Long. Transmitter and antenna RCA. Legal counsel A. Harry Becker, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **Egmont Sonderling** (25%), Vice President **Richard Goodman** (55%) and Secretary **Mason Loundy** (20%). Filed Dec. 18.

**Carthage, N. Y.—The Brockway Co. (WWNY-AM-FM-TV Watertown; WSMA-AM-FM Massena, N. Y.),** vhf ch. 7 (174-180 mc); ERP 190 kw visual, 101.5 kw aural; antenna height above average terrain 705 ft., above ground 574 ft. Estimated construction cost $475,425, first year operating cost $150,000, revenue $175,000. Post office address 120-132 Arcade St., Watertown. Studio and transmitter location Carthage-Rutland Center Rd., 6 miles W. of Carthage. Geographic coordinates 43° 57′ 16″ N. Lat., 75° 43′ 45″ W. Long. Transmitter and antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Principals include President & Treasurer **John B. Johnson** (1.89%); Vice President & Secretary **Catherine C. Johnson; Estate of Harold B. Johnson** (73.04%) and the **Estate of Jessie R. Johnson** (25.07%). Applicant is also publisher of the *Watertown Daily Times*. Applicant will surrender its permit for WWNY-TV on ch. 48 if this application is granted. Filed Dec. 16.

### APPLICATIONS AMENDED

**Jacksonville, Fla.—Jacksonville Bcstg. Corp.** amends bid for new tv station on vhf ch. 12 to change transmitter location to northwest corner Iowa St. and Colorado Ave., Jacksonville; antenna height above average terrain to 495 ft. Filed Dec. 10.

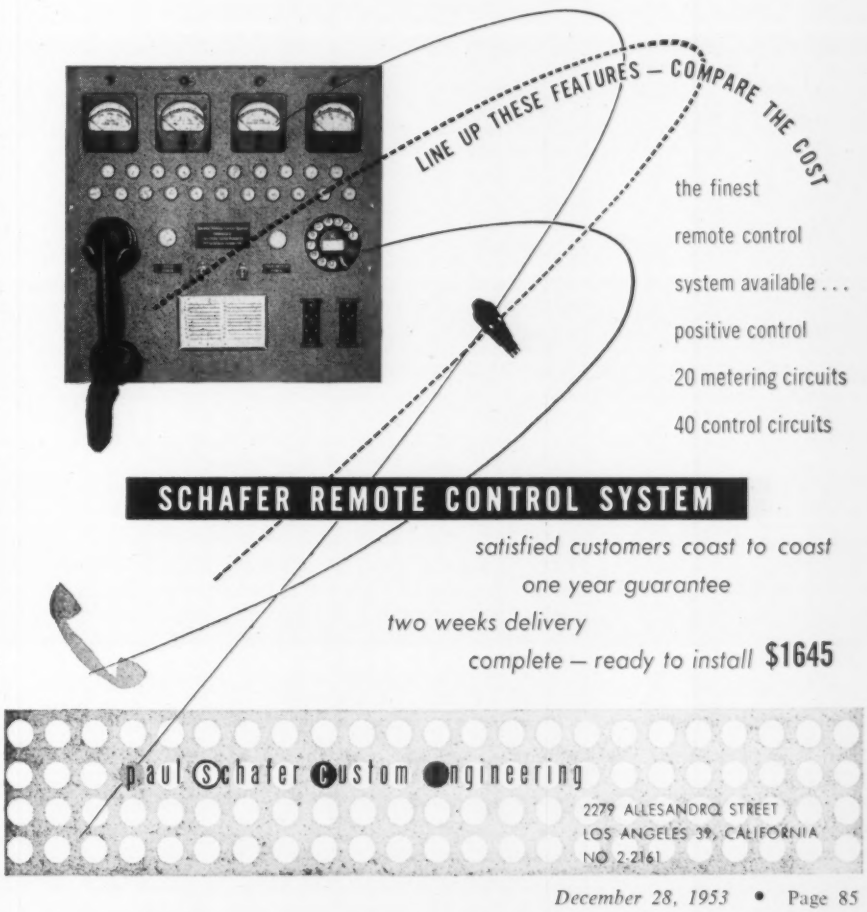
**Daytona Beach, Fla. — News-Journal Corp.** amends bid for new tv station on vhf ch. 2 to change ERP to 26.9 kw visual, 16.14 kw aural; antenna height above average terrain to 319 ft. Filed Dec. 10.

**Braddock, Pa. — Matta Enterprises (WLOA)** amends bid for new tv station on vhf ch. 4 to change ERP to 51.2 kw visual and 30.7 kw aural. Filed Dec. 15.

### APPLICATIONS DISMISSED

**Duluth, Minn.—Head of the Lakes Bcstg. Co.** FCC dismissed bid for new tv station on vhf ch. 3 at request of applicant. Dismissed Dec. 16.

**Joplin, Mo.—Four States Bestrs. Inc.** FCC dismissed bid for new tv station on vhf ch. 12 at request of attorney. Dismissed Dec. 17.

## Existing Tv Stations . . .

### APPLICATIONS

**KJEO (TV) Fresno, Calif.—O'Neill Bcstg. Co.** amends application for modification of CP for uhf ch. 47 to change ERP to 228.4 kw visual, 114.2 kw aural; antenna height above average terrain 1,789 ft. Filed Dec. 10.

**WDBO-TV Orlando, Fla.—Orlando Bcstg. Co.** seeks modification of CP for vhf ch. 6 to change transmitter and studio location to NW corner of State Hwy. #50 and Texas Ave., adjacent to Orlando; antenna height above average terrain 543 ft. Filed Dec. 10.

**KMPT (TV) Oklahoma City, Okla.—KLPR Tv Inc.** seeks modification of CP for uhf ch. 19 to change ERP to 179 kw visual, 104.4 kw aural; antenna height above average terrain 956 ft. Filed Dec. 18.

**WAZL-TV Hazleton, Pa.—Hazleton Tv Corp.** seeks modification of CP for uhf ch. 63 to change ERP to 19.54 kw visual, 10.54 kw aural; antenna height above average terrain to 665 ft. Filed Dec. 10.

**WIP-TV Philadelphia, Pa.—Pa. Bcstg. Co.** seeks modification of CP for uhf ch. 29 to change transmitter location to NE corner of Ogontz & Cheltenham, Cheltenham Twp.; ERP to 199 kw visual, 119 kw aural; antenna height above average terrain 824 ft. Filed Dec. 18.

## New Am Stations . . .

### ACTIONS BY FCC

**Monte Vista, Colo.—San Luis Valley Bcstg. Co.,** granted 1490 kc, 250 w unlimited. Estimated construction cost $13,556, first year operating cost $54,000, first year revenue $61,592. Post office address % G. O. Cory, P. O. Box 279, Montrose, Colo. Principals are President **George O. Cory** (50.96%), stockholder KUBC Montrose, negative control KRAI Craig. Vice President **Dale Grant Moore** (27%), 5% stockholder in KRAI. Granted Dec. 17.

**Lanett, Ala.—Greene Land & Cattle Co.,** granted 910 kc, 500 w daytime. Estimated construction cost $15,944.85, first year operating cost $55,000, revenue $65,000. Principals include President **Roy M. Greene** (50%), officer and minority stockholder WPNX Phenix City, Ala., and officer and majority stockholder WHWD Hollywood, Fla.; Vice President **Robert C. Greene** (20%), officer and minority stockholder WPNX; Secretary and Treasurer **Virgil R. Greene** (5%) and **Ellyann Greene Eason** (20%). Post office address P. O. Box 402, Phenix City, Ala. Granted Dec. 17.

**Springfield, Ore.—W. Gordon Allen,** granted 1050 kc, 1 kw daytime. Estimated construction cost $5,500, first year operating cost $48,000, revenue $60,000. Mr. Gordon owns 60.1% of KGAL Lebanon, 70% of KSGA Cottage Grove; is one-third partner of KGAE Salem; owner of KTVF (TV) Eugene, Ore., and owner of KLOQ Seattle, Wash. Post office address 260 Hansen Ave., Salem, Ore. Granted Dec. 17.

**Clarksville, Tenn.—Clarksville Bcstg. Co.,** granted 540 kc, 250 w daytime. Estimated construction cost $34,450, operating cost $78,000, revenue $84,000. Aaron B. Robinson, sole owner, controls WDXI Jackson, Tenn., WENK Union City, Tenn., WDXE Lawrenceburg, Tenn., WTRP Paris, Tenn., WCMA Corinth, Miss. Post office address Box 309, Jackson, Tenn. Granted Dec. 17.

### APPLICATIONS

**Charleston, Ill.—Jack G. Owens, Betty Jane Owens and Betty Jane Owens, Trustee d/b as Friendly City Bcstrs.,** 1270 kc, 1 kw daytime. Estimated construction cost $22,912.25, first year operating cost $36,000, revenue $58,000. Principals include **Jack G. Owens** (60%), employe of Nickel Plate R.R., and his wife **Betty Jane Owens** (20%). Mrs. Owens is trustee of 20% interest for her children. Post office address % J. G. Owens, 1403 10th St., Charleston. Filed Dec. 11.

**Harvey, Ill.—Charles F. Sebastian,** 1570 kc, 250 w daytime. Estimated construction cost $13,700, first year operating cost $24,000, revenue $40,000. Mr. Sebastian is 40% owner WTAQ La Grange, Ill., and news director and assistant manager WFJL (FM) Chicago. Post office address 1220 N. Austin Blvd., Oak Park, Ill. Filed Dec. 11.

**Monroe, Mich.—Rowland H. McLaughlin, Sanford A. Schafitz & Carl L. Shipley d/b as Radio Monroe,** 1440 kc, 500 w daytime. Estimated construction cost $11,300, first year operating cost $50,000, revenue $65,000. Principals include **R. H. McLaughlin** (65%), owner HI-FI Recording Studio, Ann Arbor, and research engineer, U. of Mich.; **S. A. Schafitz** (25%), consulting engineer, and **C. L. Shipley** (10%), Washington attorney. Filed Dec. 16.

### APPLICATION AMENDED

**Rogersville, Tenn. — Rogersville Bcstg. Co.** amends application for new am station on 1490 kc, 250 w unlimited to specify 1370 kc, 1 kw daytime. Filed Dec. 15.

## Existing Am Stations . . .

### ACTIONS BY FCC

**KFMB San Diego, Calif. — Wrather-Alvarez Bcstg. Inc.** granted CP to change from 550 kc, 1 kw to 540 kc, 5 kw unlimited, directional. Granted Dec. 17.

**WNRV Narrows, Va.—Giles Bcstg. Co.** granted modification of license to establish a second main studio in Pearisburg, Va., for dual city operation. Granted Dec. 17.

### APPLICATIONS

**WCTA Andalusia, Ala.—Andalusia Bcstg. Co.** seeks CP to change from 1340 kc, 250 w unlimited to 920 kc, 500 w night, 1 kw daytime, unlimited, directional night. Filed Dec. 15.

**KFXM San Bernardino, Calif.—Lee Bros. Bcstg. Corp.** seeks CP to change from 1 kw to 5 kw. Filed Dec. 15.

**WVPO Stroudsburg, Pa.—Pocono Bcstg. Inc.** amends application for voluntary transfer of control from James H. & Ruth B. Ottaway to Empire Newspapers Radio Inc. to specify name of transferree as Ottaway Newspapers-Radio Inc. Filed Dec. 15.

**WNRI Woonsocket, R. I.—Friendly Bcstg. Co.** seeks modification of CP to change transmitter and studio location to 814 Diamond Hill Rd., Woonsocket. Filed Dec. 8.

### APPLICATION FORFEITED

**WFVG Fuquay Springs, N. C.—J. M. Stephens tr/as Radio Station WFVG** forfeited application for CP to change from 1460 kc 1 kw to 570 kc, 500 w. Forfeited Dec. 15.

## Existing Fm Stations . . .

### ACTIONS BY FCC

**WABB-FM Mobile, Ala.—Mobile Press Register Inc.** granted modification of CP to change from 51 kw to 26 kw. Granted Dec. 17.

**WDSU-FM New Orleans, La.—WDSU Bcstg. Corp.** granted modification of CP to change ERP from 17.7 kw to 4.7 kw and antenna height above average terrain from 390 ft. to 240 ft. Granted Dec. 17.

**WRIC (FM) Richlands, Va. — Clinch Valley Bcstg. Corp.** granted CP to change from 1050 kc to 540 kc. Granted Dec. 17.

## Ownership Changes . . .

### ACTIONS BY FCC

**KCCC-TV Sacramento, Calif.—Capital City Tv Corp.** granted voluntary relinquishment of negative control of permittee corporation from Frank E. Hurd and Ashley L. Robison by sale of 25% interest to Harry W. McCart for $15,000. Mr. McCart is in the wholesale liquor business. Granted Dec. 17.

**WMOC Covington, Ga.—WMOC Inc.** granted voluntary assignment of license and CP to Georgia Bcstg. Service Inc. Physical assets purchased for $22,000 plus rental at $600 per year. Principals include President **James L. Coley** (16.6%), president WRFS-AM-FM Alexander City, Ala.; Vice President **Charles H. Whatley** (16.6%), retail radio-tv dealer; Treasurer **James W. Whatley** (16.6%), general manager WRFS: Secretary **S. S. Wilbanks** (16.6%) and **Julia C. Duncan** (16.6%), vice president WRFS. Granted Dec. 17.

**WMRE Monroe, Ga.—Walton Bcstg. Co.** granted voluntary transfer of control of permittee corporation to Clarice Prichard & Warren G. Gilpin through sale of all stock for $1,500. Each purchaser will own ½ interest. Mr. Gilpin is chief engineer WCON Cornelia, Ga. Granted Dec. 21.

**WLEU Erie, Pa. — Commodore Perry Bcstg. Service Inc.** granted voluntary acquisition of control of licensee corporation by Owen K. Murphy through issuance of new stock and purchase of 26.1% additional stock for $22,275. Mr. Murphy will now own 51%. Messrs. P. D. Cook, Hugh H. Stout and P. D. Cook Jr. will each own 16.3% interest. Granted Dec. 17.

**WAGS Bishopville, S. C.—Lee County Bcstg. Co.** granted voluntary assignment of CP to new partnership with same name for $5,800. Principals include **H. L. Ginsberg** (25%); **A. R. Godshall** (27½%), president and 75% owner WFGN Gaffney, S. C.; **Claude W. Smith** (12½%), photography; **Helen F. Smith** (5%); **James B. Jeffries** (20%), and **Gladys A. Johnston** (10%), vice president and 25% owner WFGN. Granted Dec. 17.

**WFBC-AM-FM Greenville, S. C.—Blue Ridge Radio Corp.** granted voluntary assignment of license to Carolina Tv Inc. (WGCT [TV]). Purpose of assignment is to carry out provisions of merger agreement whereby WFBC acquired 39% interest in WGCT (TV) in exchange for dismissing its competitive bid. Granted Dec. 17.

**WGGT (TV) Greenville, S. C.—Carolina Tv Inc.** granted voluntary relinquishment of control by Alester G. Furman Jr. et al to Textile Bcstg. Co. and Blue Ridge Radio Corp., former licensees of WMRC-AM-FM and WFBC-AM-FM Greenville, respectively. Purpose of transfer is to effectuate merger agreement upon withdrawal of competitive applications of WMRC and WFBC. Textile and Blue Ridge will each own 39%. Purchase price is $600,000 [B•T, Dec. 21]. Granted Dec. 17.

**WDIA Memphis, Tenn.—E. R. Ferguson & J. R. Pepper d/b as Bluff City Bcstg. Co.** granted voluntary assignment of license and construction permit to corporation of same name. Mr. Ferguson will own 40% and Mr. Pepper will own 60%. Granted Dec. 17.

**KLBS Houston, Tex. — Trinity Bcstg. Corp.** granted voluntary assignment of license to Howard Bcstg. Corp. for $100,000. Purchasers buy physical facilities from lessors Mrs. Hollie Lee, Mary Alice Rosenburg and Lester E. Rosenburg for $200,000. Principals include President **Howard W. Davis** (50%), owner KMAC-KISS-FM San Antonio; Vice President **Howard L. Burris** (45%), owner KTAN Sherman, Tex., and Treasurer **Barbara J. Burris** (5%). Granted Dec. 17.

**WLDY Ladysmith, Wis.—Flambeau Bcstg. Co.** granted voluntary transfer of control to M & N Bcstg. Co. (WIGM Medford, WPFP Park Falls, Wis.) through sale of all stock for $50,000. Principals include President **Charles H. Nelson** (33.3%), Vice President **Lucie Spence Murphy** (10%), Secretary-Treasurer **Harold R. Murphy** (46.7%) and **Harvey J. Kitz** (10%). Granted Dec. 17.

**WRAC Racine, Wis.—WRAC Inc.** granted voluntary transfer of control to James S. Allan and 5 others through sale of all stock for $12,500. Principals include **James S. Allan** (1/9), insurance and auto parts; **William R. Wadewitz** (5/18), printing; **John T. Brown** (5/18), farm equipment and metal parts; **John Oster** (1/9), manufacturer of die castings and electrical appliances; **George Gordon III** (1/9), machine tool manufacturer, and **Arthur R. Jones** (1/9), real estate, banking and insurance. Granted Dec. 17.

**KLUK Evanston, Wyo.—Melvin E. Whitmire & Edwin L. Bullis d/b as Advertising Enterprises Ltd.** granted voluntary assignment of license to Edwin L. Bullis tr/as Advertising Enterprises Ltd. through sale by Mr. Whitmire of 50% interest for $3,000. Mr. Bullis will now be sole owner. Granted Dec. 17.

### APPLICATIONS

**WHO-TV Des Moines, Iowa—Central Bcstg. Co.** seeks voluntary assignment of CP for the vhf ch. 9 facility to WHO-TV. Purpose of the application is to effectuate merger agreement whereby Independent Bcstg. Co. (KIOA) receives 40% interest for $200,000. KIOA had dismissed its bid for the ch. 13 facility and had received $23,000 for costs incurred in prosecuting its application. Filed Dec. 8.

**KJFJ Webster City, Iowa—Charles V. Warren, Ruth B. Warren, Lloyd Carr & Margaret P. Carr d/b as Land O'Corn Bcstg. Co.** seek voluntary assignment of license to Charles V. Warren and Ruth B. Warren d/b as Land O'Corn Bcstg. Co. for $28,000. Filed Dec. 14.

**Morgan City, La.—Joe Phillips, A. A. Bensabat Jr. & Mortimer Silverman d/b as Tri-City Bcstg. Co.** seeks voluntary assignment of CP for new am station on 1430 kc to Tri-City Bcstg. Inc. Messrs. Bensabat and Silverman will each receive 50 shares of stock at par value of $100 in

*(Continued on page 89)*

ALLEN KANDER

*Negotiator*

FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

**1701 K St., N. W. • Washington 6, D. C., NA. 8-3233**

**Lincoln Building • New York 17, N. Y., MU. 7-4242**

# CLASSIFIED ADVERTISEMENTS

*Payable in advance. Checks and money orders only.*

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads—$15.00 per inch

No charge for blind box number. Send box replies to BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

## Help Wanted

If you are in a 250 watt or larger station and ready for a step up in radio and into television, send complete information, tape, availability, and salary expected immediately to Box 878A, B•T.

**Back home** again in Indiana. There are openings in all phases of radio in Indiana, also television positions available. If interested contact W. F. Rippetoe, Vice President, Indiana Broadcasters Association, Radio Station WBOW, Terre Haute, Indiana.

### *Managerial*

**Station manager.** 250 watt network affiliate, San Joaquin Valley, Calif. Must be strong on sales. Phone Redondo, Calif., Frontier 2-9879 or write Box 784A.

**Experienced station** manager. Can offer large interest in station to right man for nominal investment. Box 791A, B•T.

**Manager** for well established radio station in one of largest markets in southeast major network affiliation. Must have wide aggressive sales, programming and promotion experience. Prefer well-known personality; technical and legal experience unnecessary. Top salary and incentive for right man. Box 801A, B•T.

**Station manager** for fulltime station in small market. Station 6 years old with complete experienced staff to work with. Must sell and have sales background. Civic worker. Incentives. Good earnings potential. Replies confidential. Give full details—experience, references, salary expected. Box 808A, B•T.

**Immediately.** Manager for one of the best small market stations in North Carolina. Station now doing over $80,000. per year. Man we want must now be in radio in the south, familiar with small market operation, heavy on sales, family man with clean records and habits. $15.000. a year proposition. All replies strictly confidential. If you think you're the man, write full details to Box 850A, B•T.

### *Salesmen*

**Planning** to make '54 a bigger money-maker than '53? Let Win Levi, ace publication salesman for BROADCASTING • TELECASTING, show you how this crackling news weekly of the industry can help you maintain and increase your sales, prestige and power. No boring, long-winded presentation. Just quick facts based on produced results! Write, wire or phone—BROADCASTING • TELECASTING, 444 Madison Avenue, New York City, Plaza 5-8355.

**Florida salesman. Experienced** man. **Excellent** opportunity for hard worker. **Give full details in your first letter. Box 676A, B•T.**

**Established** New Mexico station has opening for commercial manager. Monthly salary, car allowance, commission, paid vacation, and insurance benefits. Present commercial manager in job three years. Must be experienced, married, sober and reliable. Give full details first letter. Box 815A, B•T.

**Salesman have opening for aggressive experienced radio salesman network station in important market.** Box 718A, B•T.

**Assistant sales manager** for kw daytimer, one station market—eastern Pennsylvania. Prefer experienced all 'round radio man. A job with a future. Excellent announcing and production staff. Salary, plus commission. Box 793A, B•T.

A job with a future for competent salesman desiring to advance! Established northern Illinois 1,000 watt independent offers guaranteed monthly income $400, against 15 per cent commission, protected territory, account list. Bonus, paid vacation, sick benefits. Personal interview required. Give training, experience, age. Box 856A, B•T.

**Ambitious salesman-announcer**—Capable, experienced, interested in selling. Commission plus good salary. Telephone today. KPRK, Livingston, Montana.

**General manager** with outstanding record for sales in competitive market. Unusual opportunity for advancement. Box 874A, B•T.

## Help Wanted—(Cont'd)

### *Announcer*

**Announcer-salesman combo men. 1st phone desirable. Midwest. Wire Box 716A, B•T.**

**Experienced announcer capable of doing emcee work and delivering selling commercials on radio and tv. Box 717A, B•T.**

**Top small** market North Carolina station has opening for two announcers. One must be heavy on hillbilly DJ, other must be heavy on pop, news and sports. Want men now employed in the Carolinas. Top money and living conditions. Write Box 851A, B•T.

**Southeastern** am-tv station desires announcer with am experience for expanded operation. Excellent opportunity to learn tv as duties will be combined. Salary $65.00. Send audition, photo, etc. Prefer applicants from this region. Box 853A, B•T.

**Experienced radio** pitchman who can pull mail for all night trick by large midwest station. Box 855A, B•T.

**Outstanding** personality and emcee with successful record in midwest by large radio and tv operation. Box 854A, B•T.

**Daytime,** Pennsylvania station needs deep voiced disc jockey staff announcer. Prefer personality man, experience secondary to ability. Excellent opportunity for live wire to use and develop his ability. Send tape and letter to Box 872A, B•T.

**Here is** a wonderful opportunity for a disc jockey who can build an audience and sell and move into tv. We need a strong personality who wants to live in a medium sized midwestern city and become a part of one of the most progressive and effective radio and television operations in the country. Send full information, tape, availability salary expected, and experience, to Box 876A, B•T.

**Combo man** for NBC affiliate. Permanent position. Top salary for right man. Phone or write Paul Hayes, KCIL, Houma, La.

**We are** shopping for good experienced combo or otherwise valuable staff member. KCNI, Broken Bow, Nebraska.

**Combination man,** first phone strong on announcing. Send audition, complete details, salary $70.00. Joe Potts, KDKD, Clinton, Missouri.

**Immediate opening** for first rate announcer. Good working conditions and excellent pay. Send audition, photograph and past experience first letter. KMLB, Monroe, Louisiana.

**Versatile,** experienced, all-around announcer wanted for new daytimer. Regular hours, best working conditions, permanency for right man. Mid-February start. KNCK, Concordia, Kansas.

**Experienced newscaster.** Send tape and details. KTBS, Shreveport, Louisiana.

**Experienced announcer-engineer** with first second or third ticket opening staff first of year. Send voice recording or tape details to Dave Button, Manager, KSVP, Artesia, New Mexico.

**Announcer-engineer** for concert music station. Smooth voice and good pronunciation helpful. WCRB, Waltham, Mass.

**Morning man.** With minimum of four years experience. Good job waiting for you in number one market. Must be specialist in morning operation. Contact Chief Announcer, WGSM, Huntington N. Y.

## Help Wanted—(Cont'd)

**Immediately.** Experienced announcer, news, DJ, night shift. Must be able to handle control board and tape recording equipment. Good salary, excellent working conditions. 45,000 population community. Tape recording or personal interview necessary, plus references. WJBC, Bloomington, Illinois. Phone 5281.

**We are looking** for a topnotch disc jockey to handle six am to ten am period daily, plus schedule until one P.M. $125. weekly plus high potential talent midwestern market, over three hundred thousand population. Please submit audition with letter. WHKK, Akron, Ohio.

**Announcer** for 250 watt Upper Michigan independent. Experience desired but not necessary. Send audition, letter and salary desired. Station WJPD, Ishpeming, Michigan.

**Announcer** with emphasis on news and hillbilly music. $65. weekly minimum. Good hours, pleasant working conditions, insurance, paid vacations. Contact WKIC, Hazard, Kentucky.

### *Technical*

**East coast** major market independent wants **first class combination man. Excellent salary and working arrangement. Personal interview and** audition required. Write in detail giving references which will be checked. Box 271A, B•T.

**Station** in sunny southwest has three job openings soon. Transmitter operator for tv. Transmitter operator for am. Also maintenance man for tv. Latter must have some special training or experience on tv equipment. Apartment available. Box 780A, B•T.

**Announcer-engineer** with first class ticket. Good staff man. Convenient to New Orleans. Fine opportunity for right man. Box 814A, B•T.

**Ohio network** affiliate of more than 25 years' standing has opening for junior engineer with first class license, age 21-30, experience unnecessary but desirable, am-fm-tv operation. Only individuals who are stable, willing and interested in their work, looking for permanent employment should apply. Furnish complete information, at least four references, and salary requirements in your application. Box 837A, B•T.

**Two radio** operators in midwestern 5 kilowatt station. Must have first phone. Box 849A, B•T.

**Immediate opening** for two better than average experienced combo men, one with 1st class ticket, one with 3rd class. Excellent working conditions and excellent pay. Write or phone KPAT, Pampa, Texas.

**1000 watt** network station in the heart of hunting and fishing land seeks capable engineer who can announce or handle copy. Excellent opportunity for advancement into executive position with growing organization. KVWO, Cheyenne, Wyoming.

**First class** transmitter engineer am and fm. $67.—45 hour week. Hours arranged for greatest convenience. Station WKRT, Cortland, New York.

**Michigan** independent has immediate opening for licensed engineer. Studio and transmitter location combined. Good working conditions. Send all details in first letter to M. Robinson, WHFB, Benton Harbor, Michigan.

**Two first** class engineers to work in am and learn tv. Contact Technical Director, Radio Station WINK, Fort Myers, Florida.

**Engineer-instructor.** Permanent staff openings for two college men with teaching experience or over five years broadcast experience. $4500. per year to start. Teach theory on am-tv transmitter and studio equipment. Established accredited school. Write C. L. Foster, Central Technical Institute, 1644 Wyandotte, Kansas City, Missouri.

### *Production-Programming, Others*

**Ohio station** looking for news director. Prefer man who can do some news broadcasting as well as run a regular local beat. Must have working experience. Send full details including tape or disc to Box 823A, B•T.

**Girl Friday** for delightful mid-west small station. Must be experienced on commercial continuity. Airwork if wanted. Nice community, nice staff, nice future. Box 859A, B•T.

**Executive secretary** (female) with experience in radio. Preferable knowledge acquired in smaller operations. Unique opportunity. Box 875A, B•T.

**Fine opportunity** for news man with strong midwest tv-radio outlet. Want man who can report and write local news and do both television and radio airwork. Send full information, tape, availability, salary expected, experience, to Box 877A, B•T.

*(Continued on next page)*

### Help Wanted—(Cont'd)

**Assistant** promotion director. Experienced promotion girl or man for assistant to WFMY-TV, Greensboro, North Carolina promotion director. Desire person with ideas and ability to execute. Would handle on the air, newspaper, trade press advertising. Furnish WFMY-TV complete resume of experience, salary requirements and small photograph.

## Television

*Salesmen*

**Need experienced** tv salesman excellent opportunity for real producer. Box 719A, B•T.

*Production-Programming, Others*

**Tv director** needed immediately by vhf, RCA equipped station, now in sixth year of operation, NBC affiliate in major midwest market. Must be experienced in handling local live programs. Excellent opportunity for top-notch man. Give complete information covering experience, educational background and references. Box 824A, B•T.

**Tv production**-program director. Must have tv station experience film and commercial spots. Good future for right man in the Tennessee Valley. Send full details, also small photo first letter. WMSL-TV Decatur, Alabama.

### Situations Wanted

*Salesmen*

**Top salesman,** 5,000 watt midwest station billing six to eight thousand monthly in 70,000 population desires to sell in larger market. Married. 32. 8 years selling experience. Box 848A, B•T.

**Sales.** Commercial manager with 20 years experience. Leading salesman New England regional network. Married, veteran. Available January 1st. Box 865A, B•T.

**Salesman**-announcer. Ambitious, looking for advancement. 3 years experience all phases radio including sports. College. Box 881A, B•T.

*Announcers*

**Want a** "Town and Country" DJ? Country singer. Also work staff. Ohio, anywhere. Tapes, resume request. Box 835A, B•T.

**Four years** experience indie and network. Versatile background. Top sportscaster. Seeking larger market with future. Box 842A B•T.

**Copywriter-DJ,** portfolio, tape, resume on request; Handle sales, clients. Box 843A B•T.

**Announcer-producer,** radio-tv, 4 years experience, degree, solid, high-type, wishes join staff established radio or new tv station. Box 847A, B•T.

**Hold it!** Get this picture. Versatile staff announcer. Five years experience. Heavy on news, DJ. 27, single, 5-A draft status. Got the picture? You can get it. Available January first. Box 858A, B•T.

**Well trained** negro announcer, disc jockey, control board operator. Knowledge copywriting. Ambitious, dependable. Resume, tape available. Box 866A, B•T.

**Announcer.** Three years experience. Illinois. Commercial voice. News and music. Presently employed. Family man, college. Permanent position desired. Box 869A, B•T.

**Young radio** announcer would like job in small independent station. Experience on Gates equipment. Is very willing to learn. Box 879A, B•T.

**Combo-first** class ticket, one year experience. Car, family man interested in position around New York. Security uppermost. Live or tape audition. Telephone Taylor 7-0695, 10 a.m. to 12 noon. Box 890A, B•T.

**Record emcee** job my mature-sounding, able, experienced radio man, age 24. Now earning $100. Desire good DJ opportunity. Good station. For tape, details, write Box 880A, B•T.

**Announcer-DJ.** Versatile 3 years experience, really knows music. Excellent news and commercial delivery. Best references, top Colan rating in competitive market. College, married. Seek permanent position with progressive organization. Tape, resume, references. Box 882A B•T.

**Staff announcer.** Play-by-play. Major sports, operate board, 3rd ticket, single. McDougall, Pathfinders School of Radio, 737 11th St. N.W., Washington, D. C., Metropolitan 8-5255.

**DJ sports,** news. Short on experience, but plenty of enthusiasm and know-how. Prefer southwest or west. Bob Becker, 4246 Henderson, Chicago 41, Illinois.

### Situations Wanted—(Cont'd)

**Good news** and commercial voice, tasteful DJ. Midwest; limited board operation. Single, 31, veteran. University background experience, references. Available immediately. Charles May, 3619 Paseo, Kansas City, Missouri. Phone Armour 5446.

**Experienced announcer.** Replies or personal interview after January 7th. Dan Kalenak, 1324 Johnson, Nanty-Glo, Penna.

**Announcer,** recent broadcasting school graduate; no experience; 3rd class ticket. Joseph James, 158 West 8th St., Bayonne, New Jersey. Federal 9-8279.

**Negro DJ-newscaster,** control board. Veteran, some experience. George Truehart, 2406 8th Ave., New York, New York. Apt. 12G.

**Experienced announcer,** first phone, desires location western state. Available immediately. Bernard Wilson, 2322½ E. Third Street, Los Angeles, California.

**Announcer,** experienced. First license. 519 North Mentor, Pasadena, California. Telephone Sycamore 5-5056.

*Technical*

**Nine years** as chief engineer in broadcast field now available. Experience from CP's through planning, construction, installation, measurements, etc. Box 860A, B•T.

**Third class** license, studying for first class. 20 years old. Have had operating transmitter experience. Announced for 2 years can pitch-hit. Desires technical position. Expect 1st class license in 6 months. Write Box 862A, B•T.

**Combination operator.** Fifteen years experience radio. Eight combo and chief. First phone, second telegraph and class A amateur licenses. References all previous jobs. Can deliver on news, pop and hillbilly programs. Single. Veteran. My contract ends with radio installation team in Greenland this month. Available January 1st. Minimum $100. Phone 62. David O. Guthrie, South Hill, Virginia.

**First class** operator, 8 years experience desires job as chief engineer of small station or as operator in large station. Available at once and will travel. Phone 74, Jeff Rice, Jr., 708 W. Central, Bentonville, Arkansas.

*Production-Programming, Others*

**News director-newscaster** seeks good salary, talent with major marketer. Authoritative news background, Proven news chief 50 kw metropolitan newspaper ownership. Box 785A, B•T.

**Production** director-writer. Thoroughly experienced. NBC background; WMAQ—WRC—KNBC. Production manager WFAA. Inactive for several years desires to re-enter field. Salary secondary to opportunity. Consider any area. Theater background as actor-director makes good tv potential. Box 798A, B•T.

**Radio farm** director, eight years experience all phases radio. Ex-farm boy, references, good education. Member National Association Radio Association Radio Farm Directors. Six years one station, desire security, future. Box 844A, B•T.

**Sports-newsman,** seven years radio. Television orientation. Desires permanent position with upcoming television. Conscientious, can get job done. Excellent references. First phone—license. M. Morisoli, 10133 Bevis Ave., San Fernando, Calif.

## Television

*Managerial*

**Tv operations** manager, program director; launched two successful uhf stations. 6 years vhf-uhf administrative experience. Desire permanent affiliation. Excellent references. Available January 1. Box 841A, B•T.

**Tv production** manager. 4 years vhf-uhf experience. Currently employed. Prefer eastern U. S. Available January 1, Box 845A, B•T.

**Over the** top in '54 with aid of top program manager! 5 success-studded years with key network station before putting model uhf-er on air in major market. Outstanding record of network shows as well as local programming. Economy-minded and prolific worker. All phases radio prior tv. College graduate and family man. Highest references from leaders in the industry. Willing to relocate to join station offering challenging position with real future. Box 870A, B•T.

### Situations Wanted—(Cont'd)

*Announcers*

**Unique combination.** Four years experience staff announcer, newsreel cameraman. Excellent references both fields. University graduate, family veteran. Box 861A, B•T.

*Technical*

**Tv control** work wanted. Long service record with same employer, studio, transmitter. First phone. Tv training and basic theoretical knowledge, but no tv work experience. Active amateur; construction and operation of equipment. Have own car. Available immediately. Box 873A, B•T.

**Engineer operator** first phone marine experience desires permanent broadcast tv position, 30, single, relocate any place. Herman Arond, 63 Bokee Court, Brooklyn 23, New York.

*Production-Programming, Others*

**Married team:** completely experienced production, programming, traffic. CBS newsfilm correspondent, complete filming equipment. Presently production, program manager CBS affiliate. Box 812A, B•T.

### For Sale

*Stations*

**5,000 watt** smooth western daytime operation. Bargain priced due to other interests. $50,000, full price. Do not answer unless qualified. Box 789A, B•T.

**Western:** Exclusive. Indie. 250 watt volume $40,000. Fair net. Asking $37,500. Box 840A, B•T.

*Equipment, etc.*

**Two complete** DuMont dual image orthicon chains with accessories. Two complete RCA 7000 mc microwave relay links and one General Electric 2000 mc microwave studio link. One Lynn coach television truck, suitable for use as a complete mobile studio. Large assortment of audio and lighting equipment. Will sell as package or on piece basis. If interested, contact Box 810A, B•T.

**Have** spare zoomar lens; perfect condition. Box 811A, B•T.

**Towers for sale**—(One) 283 foot stainless heavy duty tower. Can support fm pylon or tv on top. Guyed. CAA lighted. State price. (One) 150 foot light guyed tower. CAA lighted. State price. Will sell two towers together or one separate. Box 867A B•T.

**Gates transmitter.** 1000 kw BC-1E. Remains as originally designed. 5 years old. Like new. No modifications. State price. Also for sale one phasing cabinet. State price. Box 868A, B•T.

**One new** type 101 Wincharger, 250 ft. tower, complete with guys and earth anchors—$2,000. One used 220 ft. Truscon self-supporting noninsulated tower, $3,000. KGVO, Missoula, Montana.

**One 50** foot stainless tower designed to support 6-bay superturnstile. Contact J. V. Sanderson, Station WAPI, Birmingham, Alabama.

**Tubes for** RCA TT-2AL tv transmitter. $225. worth used 1900 hours and $120. worth brand new. $125. for the lot. Also channel six crystals for same. WDAY, Inc., Fargo, N. Dak.

**Tower for sale.** Bargain for immediate sale. Truscon tower 360 foot, type D-30, triangular, self-supporting, with lighting system. $5,000. You dismantle. Also BTF-10B 10 kw fm transmitter. RCA 4-section pylon, 4-ring Collins antenna and 400 ft. 3⅛" transmission line. Wire or write Station WGH, Newport News, Va.

**Best offer, 240 ft. Truscon self-supporting tower,** type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

**6,000 gags** dictionary. A to Z. Cream of Wit. $3.50. Rod Arkell, Sebring, Florida, or ask bookstores.

**Call Letter specialties—money getting promotions! Write RA-TEL, Box 770, Huntsville, Ala.**

1 kw GE fm transmitter type BT-2-A complete with tubes and type BM-1 station monitor. Also BY-4-A antenna radiators, hardware, etc. Like new, only 10 months operation. $4500. 20th Century Sales, Inc. 1021 West First, Spokane 4, Washington.

### Wanted to Buy

*Equipment, etc.*

**One kw** transmitter in good condition. West coast preferred. Must be reasonable. Box 579A, B•T.

### Wanted to Buy—(Cont'd)

One 300 foot self-supporting tower, strong enough to hold six bay channel 8 tv batwing antenna and dual 1⅝" concentric lines. Also one 200 foot self supporting tower with insulators . . . Please give tower base, dimension, make, location and price with approximate weight. Write Box 581, Idaho Falls, Idaho.

One kw transmitter, modulation monitor, frequency monitor in good condition. Box 852A, B•T.

One field image orth camera chain and one balop or telop, used. Make optional. Please state details and price in first letter. Box 857A, B•T.

In first class operating condition Langevin progar unit. REL fm receiver—models 722B and 646. Western Electric limiting amplifier 1126C. Radio Broadcasting Company, 18th Floor, Inquirer Building, Philadelphia 30, Penna.

Good used DuMont flying spot scanner. Details to R. J. Carr, Purchasing Agent, International Telemeter Corp., 2000 Stoner Ave., Los Angeles 25, Calif.

### Miscellaneous

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Attention tv operations. Flip card package covering most situations, artfully finished now being shipped to many stations. Information: Tello-Flip, Room 607, 177 Post Street, San Francisco.

### Help Wanted

*Managerial*

WANTED GENERAL MANAGER
PENNSYLVANIA STATION

Must have strong sales background. Pleasant town. Experienced staff to work with. Incentives. Give complete history, experience, references, and salary expected, Box 808A, B•T.

*Salesmen*

Radio and television salesman that likes to sell for an expanding and progressive operation in the Midwest. Contact Mr. Evans Nord, KELO-TV, Sioux Falls, South Dakota.

## Television

WANTED: APPLICANTS—TV STAFF

New vhf station

Mid-west Metropolitan market 100,000 population to go on the air approximately . . . May 1st. All positions open except General Manager and Chief Engineer. Send complete information, picture, references. Box 871A, B•T.

### Situations Wanted

*Managerial*

TV TOWERS NOT OIL DERRICKS

The freeze has thawed—one station markets are disappearing—competition is becoming evident. P & L statements prove that the best facilities and intentions will not underwrite a desired profit. Experience must be included if a property is to enjoy a productive relationship with capital expenditures and current overhead. If you require sales and managerial experience I would appreciate the opportunity of forwarding a five-year resume of station experience. Box 846A, B•T.

### For Sale

*Stations*

FOR IMMEDIATE SALE DUE TO TV MERGER

Very desirable full-time wide coverage low frequency AM station in 3-station Middle Western market, having in excess of 100,000 population in the metropolitan area. Grossing $175,000. annually with attractive net earnings.

WIRE OR WRITE TO BOX 864A, B•T.

### For Sale—(Cont'd.)

*Equipment, etc.*

# FOR SALE

1 RCA TTU-1B 1 kw uhf Transmitter including:
2 sets of crystals,
1 set of operating tubes, filterplexer, and
1 TTC-1B Control Console.
1 RCA TFU-24BMS Antenna, 10 kw, gain 24.
1 RF load & wattmeter.
Equipment now tuned for Channel 36.
Complete package can be tuned from Channels 31-50.
Available around January 1, 1954.
We can save you money on this equipment which has been in operation since October 25, and which is up for sale because we are installing a twelve kilowatt transmitter.
Call or write KSTM-TV, St. Louis for details.

## FOR SALE

Western Electric 506 B-2 FM 10 kw transmitter
Western Electric 54 A-Antenna with 400' Andrews 6⅛" coaxial line with spare elbows and extra length of line!! de-icing equipment for antenna and Andrews 1800 dry air pump.
Western Electric 23 C console
Western Electric 1126-C limiting amplifier
Western Electric 5A frequency and modulation monitor
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*(Continued from page 86)*

assignee. Mr. Phillips sells his ⅓ interest for $250. Principals include **Warren J. Fortier**, auto dealer; **John Fernandez**, trucking service; **J. Edwin Kyle Jr.**, lumber and **James A. Robinson**, chief engineer WMPA Aberdeen, Miss. Filed Dec. 9.

**WAIR Winston-Salem, N. C.—WAIR Bcstg. Co.** seeks voluntary assignment of license to **Radio Winston-Salem Inc.** through sale of all stock for $30,000 and assumption of $50,000 liabilities. Principals include President **John S. Riggs** (50%), president-26.66% stockholder WELM Elmira, N.Y.; Vice President-Secretary-Treasurer **F. Robert Greene** (50%), former assistant general manager WGR Buffalo, N. Y. Filed Dec. 11.

**WGAR Cleveland, Ohio—WGAR Bcstg. Co.** seeks voluntary assignment of license and transfer of control to Peoples Bcstg. Corp. through sale of all stock for $1,750,000. Peoples Bcstg. is subsidiary of Farm Bureau Mutual Ins. Co., headed by Murray D. Lincoln. Peoples Bcstg. is licensee of WTTM Trenton, N. J.; WRFD Worthington (Columbus) Ohio, and WMMN Fairmont, W. Va. Filed Dec. 8.

**KVAS Astoria, Ore.—William Ohlman, Receiver for KVAS Inc.** seeks voluntary assignment of license to Lower Columbia Bcstg. Co. for $4,750. Principals include President **A. L. Capstoff** (25%), L.A. radio-tv producer; Secretary-Treasurer **T. R. Williams** (50%), transportation and food marketer and **Tracy Moore** (25%), L. A. radio station representative. Filed Dec. 14.

**WAKE Greenville, S. C.—Piedmont Bcstg. Co.** seeks voluntary assignment of license to John A. Ellison and Katherine M. Simpson d/b as Paramount Radio Co. for $20,000. Principals include **John A. Ellison** (50%), real estate and department store and **Katherine M. Simpson** (50%), department store and stockholder WMIT (FM) Clingsman Peak, N. C. Filed Dec. 15.

**KDLK Del Rio, Tex.—James A. Clements & Richard J. Higgins d/b as Del Rio Bcstg. Co.** seeks voluntary assignment of license to Don R. Howard for $30,000. Mr. Howard is manager KDLK. Filed Dec. 3.

**KLO Ogden, Utah—Interstate Bcstg. Corp.** seeks voluntary assignment of license to new corporation with same stockholders to be known as Interstate Corp. Filed Dec. 11.

**WCFV Clifton Forge, Va.—Clifton Forge Bcstg. Corp.** seeks voluntary transfer of control to E. T. Micely and C. H. Lawler through purchase of ⅓ interest from W. G. Mathews Jr. Messrs. Micely and Lawler will now each own 49.2% interest. Filed Dec. 9.

**WDNE Elkins, W. Va.—W. Va. Radio Corp.** seeks voluntary assignment of license to Queen Sylvia's Publications Inc. for $50,000. Principals include President **Bonn Brown** (33⅓), attorney; Vice President **David P. Gullette** (16⅔%), engineer WCAU Philadelphia; Secretary **Ruth G. Golden** (16⅔%); Treasurer **Stephen P. Toadvine** (16⅔%), professor at Davis & Elkins College and **W. W. Barron** (16⅔%), chairman W. Va. Liquor Control Commission. Filed Dec. 2.

## Hearing Cases . . .

### OTHER ACTIONS

**Am Reporting Requirements**—By memorandum opinion and order, the Commission finalized its rule making of Nov. 5 relating to the annual financial reporting requirements of broadcast licensees and permittees. These changes are identical with those proposed and include excisions of schedules in Annual Report Form 324; deletion of Form 324-A; amendment of Sections 0.206(c) and 1.341(a), and deletion of Section 1.341(b) of the Commission's rules and regulations. Copies of the revised Form 324 will be mailed to networks and stations at the end of January 1954. These reports covering the year 1953 are to be filed on or before April 1, 1954. Action Dec. 21.

**Color Tv**—FCC approved compatible color tv standards which were developed and advocated by industry through the NTSC. The new rules will go into effect 30 days after publication in the *Federal Register*. Pending finalization of the color order, and tv station may, without further authorization, broadcast either commercial or sustaining programs utilizing the new standards provided that the FCC is notified by wire in advance of the date and periods of the broadcasts. Action Dec. 17 and 18.

**KSTM-TV St. Louis, Mo.**—FCC by letter, denied "petition for reconsideration and acceptance for filing" requesting reconsideration of Nov. 25, 1953, action refusing to accept for filing tendered application for CP for tv station to operate on ch. 11 in East St. Louis, Ill., and returned said application. Action Dec. 17.

**Proposed Rule Making**—FCC issued notice of proposed rule making and order to show cause to amend its rules to add ch. 72 to Baltimore and delete ch. 60 there; on petition of WITH-TV, issued show cause order why its authorization of ch. 60 should not be modified to specify ch. 72. Action Dec. 21.

## Routine Roundup . . .

### December 17 Decisions

**BROADCAST ACTIONS**

**The Commission en banc**

**FIRST AM GRANTS ON 540 KC**

**McFarland Letter**

**WPTX Lexington Park, Md., Patuxent Radio Inc.**—Is being advised that application (BP-8924) to change facilities from 1570 kc, 1 kw D, to 920 kc, 500 w D, involves interference problems which indicate necessity of hearing.

**KFRM Midland Bcstg. Co., Kansas City, Mo.**, requests change from 550 kc, 5 kw D, to 540 kc, 10 kw, Unl., DA-2 (BP-8697).

**B. J. Parrish**, requests new station at **Pine Bluff, Ark.**, to operate on 540 kc, 1 kw, DA-N, Unl. (BP-8698), contingent on grant of (BP-8705) of KOTN.

**KOTN Universal Bcstg. Corp., to move from Pine Bluff, Ark., to Brinkley, Ark.** (1490 kc, 250

w, Unl.) (BP-8705), contingent on grant of (BP-8698).

**KWK Inc., for new station at Haines City, Fla.,** to operate on 540 kc, 10 kw D, DA (BP-8718).

**Empire Bcstg. Co., Inc., for new station at Pine Bluff, Ark.** to operate on 540 kc, 10 kw D (BP-8726).

**WXOK Inc., Baton Rouge, La.,** to change frequency of WXOK from 1260 kc to 540 kc (BMP-6131).

**The Southeastern Bcstg. System, for a new station at Macon, Ga.,** to operate on 540 kc, 10 kw D (BP-8747).

**Francis S. Miller, for a new station at Tampa, Fla.,** to operate on 540 kc, 500 w D (BP-8926).

**Rollins Bcstg. Inc., for a new station at Houston, Texas,** to operate on 540 kc, 250 w D (BP-8950).

**Scheewe Associates, Washington, D. C.; WJWL Rehoboth, Del., Rollins Bcstg. Inc.; WDON Washington, D. C., Commercial Radio Equip. Co.; WGMS Washington, D. C., The Good Music Station Inc.**—Are being advised that their applications for new stations and to change facilities of existing station, are mutually exclusive and indicate necessity of a hearing: Scheewe (BP-8801) requests new station on 540 kc, 250 w D; WJWL (BP-8856), requests change from 900 kc, 1 kw D to 540 kc, 5 kw D; WGMS (BP-8764) to change transmitter location from Falls Church, Va. to Potomac, Md., with present facilities, and (BP-9078) requests CP to operate specified hours (night only) on present frequency 570 kc, with 1 kw, at Bethesda, Md.; WDON (BMP-6256) requests change from 1540 kc to 540 kc, using its present power—250 w D only.

### Granted CP

**WRCM New Orleans, La., Supreme Bcstg. Co. Inc.**—Granted CP to reinstate expired CP for a Class B fm station (BPH-1909).

### Renewal of License

The following stations were granted renewal of licenses for the regular period:

KHUB, Watsonville, Calif.; KATY, San Luis Obispo, Calif.; KERN, Bakersfield, Calif.; KONG, Visalia, Calif.; KSTN, Stockton, Calif.; KVON, Napa, Calif.; KIEM, Eureka, Calif.; KWKW-FM, Pasadena, Calif.; KEYY Provo, Utah; KFWB-FM, Hollywood, Calif.; KXKX (FM), San Francisco; KCOR (Alt.), San Antonio, Texas; KEYD, Minneapolis, Minn.

## ACTIONS ON MOTIONS

### By Commissioner John C. Doerfer

**Anthony Wayne Bcstg., Radio Fort Wayne Inc., Fort Wayne, Ind.**—Granted petition of Anthony Wayne for extension of time within which a Reply Brief may be filed to exceptions of Radio Fort Wayne Inc. and Chief of Broadcast Bureau in re Dockets 10424-25; and time was extended to Jan. 7.

**Orange Television Bcstg. Co., Tampa Television Co., Tampa, Fla. and Chief, Broadcast Bureau**—Granted joint petition for extension of time to and including Jan. 15, in which to file exceptions to the initial decision in re Dockets 10253, 10255, 10330.

**Chief., Broadcast Bureau**—Granted petition for extension of time to and including Dec. 17 in which to file exceptions to initial decision in re applications of McClatchy Bcstg. Co. and Sacramento Telecasters Inc. (Dockets 9013 and 10298). (Action taken 12/14.)

### By Hearing Examiner Basil P. Cooper

**KTBS Inc., International Bcstg. Corp., Shreveport, La.**—Issued a Third Order Controlling Conduct of Hearing in this proceeding (Docs. 10476-77), ordering (1) that the record is reopened; (2) the further hearing will be held beginning Jan. 14, and continued thereafter until the record is closed: (3) that the dates presently specified for the filing of proposed findings is set aside; and (4) proposed findings will be filed approximately 30 days after close of further hearing, the exact date to be specied later.

### By Hearing Examiner Hugh B. Hutchison

**The Radio Station KFH Co.; Taylor Radio & Tele. Corp., Wichita Television Corp. Inc., Wichita, Kan.**—Granted joint petition of Taylor Radio and Wichita Television for extension of time to and including Jan. 18, in which to file third portion of proposed findings in proceeding re ch. 3 (Docket 10259 et al); that the time for filing the proposed corrections to transcript of the record is extended to and including Dec. 28; and that the limitations heretofore imposed by hearing examiner upon number of pages to be filed in second and third portions of proposed findings is relaxed to permit all three applicants to devote a maximum of 50 pages to the third portion of said proposed findings and conclusions.

### By Hearing Examiner James D. Cunningham

**KTRH Bcstg. Co., Houston Area Tele. Co., Houston Television Co. Inc., Tv Bcstg. Co. of Houston, Houston, Tex.**—Issued preliminary order governing hearing in this proceeding (Dockets 8796 et al) for ch. 13, and ordered that actions stated therein, as supplemented by subsequent orders which may be issued in connection with further conferences, will govern the subsequent course of hearing in this proceeding.

### By Hearing Examiner H. Gifford Irion

**Superior Television Inc., KEYS-TV Inc., K-Six Television Inc., Corpus Christi, Tex.**—Granted petition of K-Six requesting the addition of a point of reliance; and granted petition of Superior with respect to adding the point of reliance referred to as (2) (a), and denied with respect to adding its point of reliance marked (2) (b) in this proceeding (Dockets 10556 et al) for ch. 10.

### By Hearing Examiner Thomas H. Donahue

**Puget Sound Bcstg. Co., Seattle, Wash.**—Granted petition to correct its application with respect to the spelling of various Christian and surnames and to substitute a different program director (Docket 10759; BPCT-1592). (ch. 7).

### By Hearing Examiner Millard F. French

**Durham Radio Corp., Durham Bcstg. Enterprises Inc., Durham, N. C.**—Continued hearing presently scheduled for Dec. 17 to Dec. 23 in re Docs. 10730-31, for ch. 11.

### By Hearing Examiner Fanney N. Litvin

**Hartford Telecasting Co., Travelers Bcstg. Service Corp., Hartford, Conn.**—Dismissed motion of Hartford Telecasting filed Nov. 20, to make more definite and certain the application of Travelers in re proceeding for ch. 3 (Docs. 8621, 10699).

### By Hearing Examiner Herbert Sharfman

Pursuant to understanding arrived at, at Pre-Hearing Conference on Dec. 14 in re applications of Wisconsin Bcstg. System Inc., et al, for ch. 12 in Milwaukee, Wis. (Docs. 8954 et al), ordered that the Hearing Conference now scheduled for Dec. 31 is continued to Jan. 4, and that the time for the exchange of information under the so-called "McFarland letter," shall be Dec. 21.

## December 18 Applications

### ACCEPTED FOR FILING

### Modification of CP

**KTHS Little Rock, Ark., Radio Bcstg. Inc.**—Modification of construction permit (BP-8927) as modified and reinstated, which authorized increase power, installation of new transmitter and directional antenna for night use; and change transmitter and studio locations for extension of completion date (BMP-6391).

### License of CP

**KALI Pasadena, Calif., Consolidated Bcstg. Co.**—License to cover construction permit (BP-8590) as modified which authorized increase in power; installation of new transmitter and changes in the directional antenna system (BL-5175).

**WFTW Ft. Walton, Fla., Vacationland Bcstg. Co. Inc.**—License to cover construction permit (BP-8140) as modified which authorized a new standard broadcast station 1260 kc) (BL-5179).

**WILO Frankfort, Ind., Stephen P. Bellinger, Charles Vandever, Joel W. Townsend, Ben H. Townsend, Morris E. Kemper and Keith Coleman, a Partnership d/b as Radio Frankfort**—License to cover construction permit (BP-8645) as modified which authorized new standard broadcast station and change studio location to 52½ E. Washington St., Frankfort, Ind. (BL-5172).

**WLBN Lebanon, Ky., Clarence H. Hulse, Jr., and Charles R. Shuffett, a partnership d/b as Lebanon-Springfield Bcstg. Co.**—License to cover construction permit (BP-8519) as modified which authorized new standard broadcast station (BL-5177).

**KLCO Poteau, Okla., Le Flore Bcstg. Co., a Partnership Composed of R. B. Bell and Bernice Bell**—License to cover construction permit (BP-8754) as modified which authorized new standard broadcast station (BL-5173).

**KGAL Lebanon, Ore., Linn County Bcstg. Co.**—License to cover construction permit (BP-8223) as modified which authorized change in frequency, hours of operation and installation of directional antenna for day and night use (BL-5180).

**KEAN Brownwood, Tex., Lyman C. Brown, tr/as Lyman Brown Enterprises**—License to cover construction permit (BP-8149) as modified which authorized a new standard broadcast station. (1240 kc.) (BL-5183.)

### Application Returned

**Charles W. Bullimore, Washington, Kan.**—Construction permit for new standard broadcast station on 1270 kc with power of 500 w and daytime hours of operation.

**WATS Sayre, Pa.**—Thompson K. Cassel, for remote control.

### Renewal of License

**WBRI-FM Detroit, Mich., Booth Radio & Television Stations Inc.**—(BRH-43).

**WGKV-FM Charleston, W. Va., Kanawha Valley Bcstg. Co.**—(BRH-489).

**KING-FM Seattle, Wash., KING Bcstg. Co.**—(BRH-124).

### Modification of Tv CP

**WCIN-TV Cincinnati, Ohio, Robert W. Rounsaville et al, d/b as Rounsaville-Clark Television Co.**—Mod. of CP (BPCT-1681) which authorized new commercial tv station for extension of completion date to 10/15/54 (BMPCT-1645).

**WAVE-TV Louisville, Ky., WAVE Inc.**—Mod. of CP (BPCT-756) as mod., which authorized changes in facilities of existing commercial tv stations for extension of completion date to 3/11/54 (BMPCT-1647).

**KTAG-TV Lake Charles, La., KTAG-TV Inc.**—Mod. of CP (BPCT-1408) as mod., which authorized new commercial tv station for extension of completion date to 2/17/54 (BMPCT-1642).

**KROC-TV Rochester, Minn., Southern Minnesota Bcstg. Co.**—Mod. of CP (BPCT-796) as mod., which authorized new Commercial tv station for extension of completion date (BMPCT-1644).

**WKNY-TV Kingston, N. Y., Kingston Bcstg. Corp.**—Mod. of CP (BPCT-1264) as mod., which authorized new Commercial tv station for extension of completion date to May or June, 1954 (BMPCT-1643).

### License to Cover CP

**WAZL-TV Hazleton, Pa., Hazleton Television Corp.**—Mod. of CP (BPCT-481) as mod., which authorized new commercial tv station for extension of completion date to 6/17/54 (BMPCT-1650).

**KSPR-TV Casper, Wyo., Donald Lewis Hathaway**—Mod. of CP (BPCT-1675) which authorized new commercial tv station for extension of completion date to 9/12/54 (BMPCT-1646).

**WNAC-TV Boston, Mass., General Teleradio Inc.**—License to cover CP (BPCT-840) as mod., which authorized changes in facilities of existing Commercial tv station (BLCT-168).

## December 21 Applications

### ACCEPTED FOR FILING

### License to Cover CP

**WJMW Athens, Ala., Athens Bcstg. Co.**—License to cover construction permit (BMP-6312) which authorized increase in power (BL-5184).

### Renewal of License

**KFWB Union Bcstg. Corp. of Calif., Hollywood, Calif.** (amended to change name of applicant to Union Bcstg. Co. of Calif.) (BR-8.)

**WOL Washington Bcstg. Co., Washington, D. C.** (amended to change applicant name to Washington Bcstg. Co.) (BR-1130).

**WILM Delaware Bcstg. Co., Wilmington, Del.** (Main & Aux.) (BR-745).

**KTOH Garden Island Pub. Co., Lihue, Hawaii.** (BR-1059).

**WTSA Granite State Bcstg. Corp., Brattleboro, Vt.** (Resubmitted) (BR-2469).

**WNHC-FM New Haven, Conn., The Elm City Corp.** (BRH-377).


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WSON-FM Rock Island, Ill., Henderson Bcstg. Co. (BRH-212).

WHBF-FM Rock Island, Ill., Rock Island Bcstg. Co. (BRH-511).

WCAU-FM Philadelphia, Pa., WCAU Inc. (BRH-17).

WRZE York, Pa., White Rose Bcstg. Co.—(BRH-393).

**WAPO-FM Chattanooga, Tenn., WAPO Bcstg. Service Inc.**—Modification of construction permit (BPH-1806) as modified for extension of completion date (BMPH-4883).

**WAZL-FM Hazleton, Pa., Hazleton Bcstg. Co.**—Modification of construction permit (BPH-1788) as modified for extension of completion date (BMPH-4885).

**WLWD Dayton, Ohio, Crosley Bcstg. Corp.**—License to cover CP (BPCT-916) as mod., which authorized changes in facilities of existing commercial tv station (BLCT-169).

**WEEU-TV Reading, Pa., Hawley Bcstg. Co.**—Mod. of CP (BPCT-239) as mod., which authorized new commercial tv station for extension of completion date to 4/1/54 (BMPCT-1649).

**Application Returned**

**Head of the Lakes Bcstg. Co., Duluth, Minn.**—Request for assignment of ch. 10 denied (BPCT-621).

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# TELESTATUS®

. Dec. 28, 1953

## TV STATIONS ON THE AIR
### and Reports of Tv Sets in Their Coverage Areas—

Editor's note: Stations listed here are on the air with regular commercial programming. Each is listed in the city where it is licensed. Stations report set estimates for their coverage areas to B•T on sworn affidavits. If estimates differ among stations in same city, separate figures are shown for each. Since set estimates are from the station any question about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate.

| City | Outlets on Air and Channel | Sets in Station Area vhf | uhf |
|---|---|---|---|
| **ALABAMA** | | | |
| Birmingham | WABT (13) | | |
| | WBRC-TV (6) | 225,000 | ..... |
| Mobile | WALA-TV (10) | 39,900 | ..... |
| | WKAB-TV (48) | ..... | 40,600 |
| Montgomery | WCOV-TV (20) | ..... | 18,100 |
| **ARIZONA** | | | |
| Mesa (Phoenix) | KTYL-TV (12) | 71,500 | ..... |
| | KOOL (10) | | |
| Phoenix | KOY-TV (10) | | |
| | KPHO-TV (5) | 76,100 | ..... |
| Tucson | KOPO-TV (13) | | |
| | KVOA-TV (4) | 17,060 | ..... |
| Yuma | KIVA (11) | 17,300 | ..... |
| **ARKANSAS** | | | |
| Fort Smith | KFSA-TV (22) | ..... | 13,440 |
| Little Rock | KRTV (17) | ..... | 45,000 |
| Pine Bluff | KATV (7) | ..... | ..... |
| **CALIFORNIA** | | | |
| Bakersfield | KERO-TV (10) | 74,925 | ..... |
| | KAFY-TV (29) | ..... | 49,600 |
| Chico | KHSL-TV (12) | 27,540 | ..... |
| Eureka | KIEM-TV (3) | ..... | ..... |
| Fresno | KJEO-TV (47) | ..... | ..... |
| | KMJ-TV (24) | ..... | 58,419 |
| Los Angeles | KECA-TV (7) | | |
| | KHJ-TV (9) | | |
| | KLAC-TV (13) | | |
| | KNBH (4) | | |
| | KNXT (2) | | |
| | KTLA (5) | | |
| | KTTV (11) | 1,734,582 | ..... |
| | KTHE (28) | ..... | ..... |
| Monterey | KMBY-TV (8) | 187,399 | ..... |
| Sacramento | KCCC-TV (40) | ..... | 34,200 |
| Salinas | KSBW-TV (8) | 190,212 | ..... |
| San Diego | KFMB-TV (8) | | |
| | KFSD-TV (10) | 206,382 | ..... |
| San Francisco | KGO-TV (7) | | |
| | KPIX (5) | | |
| San Luis Obispo | KRON-TV (4) | 792,600 | ..... |
| | KVEC-TV (6) | 56,821 | ..... |
| Santa Barbara | KEYT (3) | 413,827 | ..... |
| Stockton | KTVU (36) | ..... | ..... |
| Tulare (Fresno) | KCOK-TV (27) | ..... | 92,000 |
| **COLORADO** | | | |
| Colorado Springs | KKTV (11) | 34,691 | ..... |
| | KRDO-TV (13) | 31,000 | ..... |
| Denver | KBTV (9) | | |
| | KFEL-TV (2) | | |
| | KLZ-TV (7) | 180,825 | ..... |
| Pueblo | KCSJ-TV (5) | 37,200 | ..... |
| | KDZA-TV (3) | 35,000 | ..... |
| **CONNECTICUT** | | | |
| Bridgeport | WICC-TV (43) | ..... | 43,412 |
| New Britain | WKNB-TV (30) | ..... | 112,562 |
| New Haven | WNHC-TV (6) | 635,190 | ..... |
| Waterbury | WATR-TV (53) .. | ..... | 87,000 |
| **DELAWARE** | | | |
| Wilmington | WDEL-TV (12) | 171,989 | ..... |
| **DISTRICT OF COLUMBIA** | | | |
| Washington | WMAL-TV (7) | 559,148 | ..... |
| | WNBW (4) | 570,200 | ..... |
| | WTOP-TV (9) | 559,000 | ..... |
| | WTTG (5) | 559,000 | ..... |
| **FLORIDA** | | | |
| Ft. Lauderdale | WFIL-TV (23) | ..... | 86,000 |
| | WITV (17) | ..... | ..... |
| Jacksonville | WMBR-TV (4) | 175,000 | ..... |
| | WJHP-TV (36) | ..... | ..... |
| Miami | WTVJ (4) | 226,000 | ..... |
| Panama City | WJDM (7) | ..... | ..... |
| Pensacola | WPFA (15) | ..... | ..... |
| St. Petersburg | WSUN-TV (38) | ..... | 50,000 |
| West Palm Beach | WIRK-TV (21) | ..... | 18,532 |
| **GEORGIA** | | | |
| Atlanta | WAGA-TV (5) | | |
| | WLWA (11) | | |
| | WSB-TV (2) | 330,000 | ..... |
| Augusta | WJBF-TV (6) | 35,000 | ..... |
| Columbus | WDAK-TV (28) | ..... | 13,000 |
| | WRBL-TV (4) | ..... | ..... |
| Macon | WMAZ-TV (13) | 60,000 | ..... |
| | WETV (47) | ..... | 24,544 |
| Rome | WROM-TV (9) | 75,500 | ..... |
| **IDAHO** | | | |
| Boise | KIDO-TV (7) | 16,125 | ..... |
| Meridian(Boise) | KBOI (2) | 14,320 | ..... |
| Pocatello | KWIK-TV (10) | ..... | ..... |

| City | Outlets on Air and Channel | Sets in Station Area vhf | uhf |
|---|---|---|---|
| **ILLINOIS** | | | |
| Belleville (St. Louis, Mo.) | WTVI (54) | ..... | 165,000 |
| Bloomington | WBLN (15) | ..... | ..... |
| Champaign | WCIA (3) | 190,000 | ..... |
| Chicago | WBBM-TV (2) | | |
| | WBKB (7) | | |
| | WGN-TV (9) | | |
| | WNBQ (5) | 1,800,000 | ..... |
| Decatur | WTVP (17) | ..... | 86,700 |
| Harrisburg | WSIL-TV (22) | ..... | ..... |
| Peoria | WEEK-TV (43) | ..... | 115,538 |
| | WTVH-TV (19) | ..... | 106,405 |
| Quincy | KHQA-TV (7) (See Hannibal, Mo.) | | |
| | WGEM-TV (10) | 76,000 | ..... |
| Rockford | WREX-TV (13) | 140,025 | ..... |
| | WTVO (39) | ..... | 56,000 |
| Rock Island (Davenport, Moline) | WHBF-TV (4) | 250,361 | ..... |
| Springfield | WICS (20) | ..... | 31,000 |
| **INDIANA** | | | |
| Bloomington | WTTV (4) | 303,040 | ..... |
| Evansville | WFIE (62) | ..... | 28,000 |
| Fort Wayne | WKJG-TV (33) | ..... | 40,531 |
| Indianapolis | WFBM-TV (6) | 401,000 | ..... |
| Lafayette | WFAM-TV (59) | ..... | 36,590 |
| Muncie | WLBC-TV (49) | ..... | 47,800 |
| Princeton | WRAY-TV (52) | ..... | ..... |
| South Bend | WSBT-TV 34) | ..... | 85,969 |
| **IOWA** | | | |
| Ames | WOI-TV (5) | 161,362 | ..... |
| Cedar Rapids | KCRI-TV (9) | 88,324 | ..... |
| | WMT-TV (2) | 195,000 | ..... |
| Davenport (Moline, Rock Island) | WOC-TV (5) | 250,361 | ..... |
| Des Moines | KGTV (17) | ..... | 17,325 |
| Fort Dodge | KQTV (21) | ..... | ..... |
| Sioux City | KVTV (9) | 70,914 | ..... |
| Waterloo | KWWL-TV (7) | ..... | ..... |
| **KANSAS** | | | |
| Hutchinson | KTVH (12) | 69,697 | ..... |
| Pittsburg | KOAM-TV (7) | ..... | ..... |
| Topeka | WIBW-TV (13) | 41,712 | ..... |
| Wichita | KEDD (16) | ..... | 48,329 |
| **KENTUCKY** | | | |
| Henderson | WEHT (50) | ..... | 26,004 |
| Louisville | WAVE-TV (3) | 310,015 | ..... |
| | WHAS-TV (11)(b) | ..... | ..... |
| | WKLO-TV (21) | ..... | 42,801 |
| **LOUISIANA** | | | |
| Baton Rouge | WAFB-TV (28) | ..... | 36,100 |
| Lake Charles | KTAG (25) | ..... | ..... |
| Monroe | KNOE-TV (8) | 80,000 | ..... |
| | KFAZ (43) | ..... | 15,160 |
| New Orleans | WDSU-TV (6) | 218,184 | ..... |
| | WJMR-TV (61) | ..... | 56,443 |
| **MAINE** | | | |
| Bangor | WABI-TV (5) | 48,000 | ..... |
| Lewiston | WLAM-TV (17) | ..... | 14,500 |
| Portland | WCSH-TV (6) | ..... | ..... |
| | WPMT (53) | ..... | 21,800 |
| **MARYLAND** | | | |
| Baltimore | WAAM (13) | | |
| | WBAL-TV (11) | | |
| | WMAR-TV (2) | 523,366 | ..... |
| **MASSACHUSETTS** | | | |
| Boston | WBZ-TV (4) | 1,117,271 | ..... |
| | WNAC-TV (7) | 1,103,507 | ..... |
| Cambridge (Boston) | WTAO-TV (56) | ..... | 79,600 |
| Springfield | WHYN-TV (55) | | |
| | WWLP (61) | ..... | 90,000 |
| Worcester | WWOR-TV (14) | ..... | ..... |
| **MICHIGAN** | | | |
| Ann Arbor | WPAG-TV (20) | ..... | 14,200 |
| Battle Creek | WBKZ-TV (64) | ..... | 55,924 |
| Detroit | WJBK-TV (2) | 1,100,000 | ..... |
| | WWJ-TV (4) | 1,135,406 | ..... |
| | WXYZ-TV (7) | 1,128,632 | ..... |
| Flint | WTAC-TV (16) | ..... | 22,000 |
| Grand Rapids | WOOD-TV (8) | 346,108 | ..... |
| Kalamazoo | WKZO-TV (3) | 314,061 | ..... |
| Lansing | WJIM-TV (6) | 240,321 | ..... |
| | WILS-TV (54) | ..... | 25,096 |
| Saginaw | WKNX-TV 57) | ..... | 50,300 |


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100,000 Watts Video

50,000 Watts Audio

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Channel 4 Represented by

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| City | Outlets on Air and Channel | Sets in Station Area vhf | uhf |
|---|---|---|---|
| **MINNESOTA** | | | |
| Austin | KMMT (6) | 64,421 | ..... |
| Duluth | WFTV (38) | ..... | 33,800 |
| Minneapolis (St. Paul) | WCCO-TV (4) | | |
| | WTCN-TV (11) | 413,400 | ..... |
| St. Paul (Minneapolis) | KSTP-TV (5) | | |
| | WMIN-TV (11) | 413,400 | ..... |
| Rochester | KROC-TV (10) | 55,000 | ..... |
| **MISSISSIPPI** | | | |
| Jackson | WJTV (25) | ..... | 27,745 |
| Meridian | WTOK-TV (11) | 21,600 | ..... |
| **MISSOURI** | | | |
| Columbia | KOMU-TV (8) | ..... | ..... |
| Festus | KACY (14) | ..... | ..... |
| Hannibal (Quincy, Ill.) | KHQA-TV (7) | 82,022 | ..... |
| Kansas City | KCMO-TV (5) | | |
| | KMBC-TV (9) | | |
| | WDAF-TV (4) | | |
| | WHB-TV (9) | 352,946 | ..... |
| | KCTY (25) | ..... | 51,363 |
| St. Joseph | KFEQ-TV (2) | 81,879 | ..... |
| St. Louis | KACY (14) (See Festus) | | |
| | KSD-TV (5) | 555,914 | ..... |
| | KSTM-TV (36) | ..... | 149,760 |
| | WTVI (54) (See Belleville, Ill.) | | |
| Springfield | KTTS-TV 10) | 39,896 | ..... |
| | KYTV (3) | 36,300 | ..... |
| **MONTANA** | | | |
| Billings | KOOK-TV (2) | 2,500 | ..... |
| Butte | KOPR-TV (4) | ..... | ..... |
| | KXLF-TV (6) | 4,000 | ..... |
| **NEBRASKA** | | | |
| Lincoln | KFOR-TV (10) | | |
| | KOLN-TV (12) | 67,160 | ..... |
| Omaha | KMTV (3) | | |
| | WOW-TV (6) | 212,482 | ..... |
| **NEVADA** | | | |
| Las Vegas | KLAS-TV (8) | 13,401 | ..... |
| Reno | KZTV (8) | 7,613 | ..... |
| **NEW JERSEY** | | | |
| Atlantic City | WFPG-TV (46) | ..... | 15,750 |
| Newark (New York City) | WATV (13) | 4,101,000 | ..... |
| **NEW MEXICO** | | | |
| Albuquerque | KGGM-TV (13) | | |
| | KOAT-TV (7) | | |
| | KOB-TV (4) | 36,464 | ..... |
| Roswell | KSWS-TV (8) | 13,733 | ..... |
| **NEW YORK** | | | |
| Albany | WROW-TV 41) | ..... | 53,000 |
| Binghamton | WNBF-TV (12) | 182,000 | ..... |
| Buffalo | WBEN-TV (4) | 362,017(a) | ..... |
| | WBUF-TV (17) | ..... | 82,071 |
| Elmira | WECT (18) | ..... | 21,696 |
| | WTVE (24) | ..... | 21,018 |
| New York | WABC-TV (7) | | |
| | WABD (5) | | |
| | WATV (13) (See Newark, N. J.) | | |
| | WCBS-TV (2) | | |
| | WNBT (4) | | |
| | WOR-TV (9) | | |
| | WPIX (11) | 4,101,000 | ..... |
| Rochester | WHAM-TV (6) | | |
| | WHEC-TV (10) | | |
| | WVET-TV (10) | 200,000 | ..... |
| Schenectady | WRGB (6) | 290,500 | ..... |
| Syracuse | WHEN (8) | | |
| | WSYR-TV (3) | 268,275 | ..... |
| Utica | WKTV (13) | 129,000 | ..... |
| **NORTH CAROLINA** | | | |
| Asheville | WISE-TV (62) | ..... | 13,200 |
| Charlotte | WBTV (3) | 365,301 | ..... |
| Greensboro | WFMY-TV (2) | 191,393 | ..... |
| Raleigh | WNAO-TV (28) | ..... | 42,800 |
| Winston-Salem | WSJS-TV (12) | 157,580 | ..... |
| | WTOB-TV (26) | ..... | 32,000 |
| **NORTH DAKOTA** | | | |
| Bismarck | KFYR-TV (5) | ..... | ..... |
| Fargo | WDAY-TV (6) | 22,850 | ..... |
| Minot | KCJB-TV (13) | 16,000 | ..... |
| **OHIO** | | | |
| Akron | WAKR-TV (49) | ..... | 36,916 |
| Ashtabula | WICA-TV (15) | ..... | ..... |
| Cincinnati | WCPO-TV (9) | | |
| | WKRC-TV (12) | | |
| | WLWT (5) | 450,000 | ..... |
| Cleveland | WEWS (5) | | |
| | WNBK (4) | | |
| | WXEL (8) | 823,629 | ..... |
| Columbus | WBNS-TV (10) | | |
| | WLWC (4) | 307,000 | ..... |
| | WTVN (6) | 330,220 | ..... |
| Dayton | WHIO-TV (7) | | |
| | WLWD (2) | 300,000 | ..... |
| | WIFE (TV) (22) | ..... | 31,758 |
| Lima | WLOK-TV (73) | ..... | 46,655 |
| Toledo | WSPD-TV (13) | 228,000 | ..... |
| Youngstown | WFMJ-TV (73) | | |
| | WKBN-TV (27) | ..... | 105,000 |
| Zanesville | WHIZ-TV (50) | ..... | 17,654 |
| **OKLAHOMA** | | | |
| Lawton | KSWO-TV (7) | 34,211 | ..... |
| Okla. City | KWTV (9) | ..... | ..... |
| | WKY-TV (4) | 237,369 | ..... |
| | KMPT (19) | | |
| | KTVQ (25) | ..... | 49,272 |
| Tulsa | KOTV (6) | 165,340 | ..... |
| **OREGON** | | | |
| Medford | KBES-TV (5) | ..... | ..... |
| Portland | KOIN-TV (6) | 138,876 | ..... |
| | KPTV (27) | ..... | 128,299 |
| **PENNSYLVANIA** | | | |
| Altoona | WFBG-TV (10) | 346,462 | ..... |
| Bethlehem | WLEV-TV (51) | ..... | 46,584 |
| Chambersburg | WCHA-TV (46) | ..... | 12,300 |
| Easton | WGLV (57) | ..... | 57,415 |
| Erie | WICU (12) | 208,500 | ..... |
| Harrisburg | WHP-TV (55) | | |
| | WTPA (71) | ..... | 85,750 |
| Johnstown | WJAC-TV (6) | 720,770 | ..... |
| | WARD-TV (56) | ..... | ..... |
| Lancaster | WGAL-TV (8) | 280,871 | ..... |
| Lebanon | WLBR-TV (15) | ..... | 106,300 |
| New Castle | WKST-TV (45) | ..... | 85,802 |
| Philadelphia | WCAU-TV (10) | 1,592,000 | ..... |
| | WFIL-TV (6) | 1,659,718 | ..... |
| | WPTZ (3) | 1,724,329 | ..... |
| Pittsburgh | WDTV (2) | 770,000 | ..... |
| | WENS (16) | ..... | 132,934 |
| | WKJF-TV (53) | ..... | 140,000 |
| Reading | WEEU-TV (33) | ..... | 54,633 |
| | WHUM-TV (61) | ..... | 175,000 |
| Scranton | WGBI-TV (22) | ..... | 105,000 |
| | WTVU (73) | ..... | 150,424 |
| Wilkes-Barre | WBRE-TV (28) | | |
| | WILK-TV (34) | ..... | 125,000 |
| York | WNOW-TV (49) | | |
| | WSBA-TV (43) | ..... | 76,100 |
| **RHODE ISLAND** | | | |
| Providence | WJAR-TV (10) | 1,080,413 | ..... |
| **SOUTH CAROLINA** | | | |
| Anderson | WAIM-TV (40) | ..... | ..... |
| Charleston | WCSC-TV (5) | 44,800 | ..... |
| Columbia | WIS-TV (10) | 57,799 | ..... |
| | WCOS (25) | ..... | 32,100 |
| | WNOK-TV (67) | ..... | 30,000 |
| Greenville | WGVL (23) | ..... | 32,779 |
| **SOUTH DAKOTA** | | | |
| Sioux Falls | KELO-TV (11) | 43,952 | ..... |
| **TENNESSEE** | | | |
| Johnson City | WJHL-TV (11) | 31,449 | ..... |
| Knoxville | WROL-TV (6) | 43,255 | ..... |
| | WTSK-TV (26) | ..... | ..... |
| Memphis | WHBQ-TV (13) | | |
| | WMCT (5) | 234,892 | ..... |
| Nashville | WSIX-TV (8) | | |
| | WSM-TV (4) | 133,869 | ..... |
| **TEXAS** | | | |
| Abilene | KRSC-TV (9) | 18,810 | ..... |
| Amarillo | KFDA-TV (10) | 36,804 | ..... |
| | KGNC-TV (4) | 38,410 | ..... |
| Austin | KTBC-TV (7) | 52,913 | ..... |
| Dallas | KRLD-TV (4) | | |
| | WFAA-TV (8) | 310,000 | ..... |
| El Paso | KROD-TV (4) | 35,585 | ..... |
| | KTSM-TV (9) | 32,487 | ..... |
| Ft. Worth | WBAP-TV (5) | 297,201 | ..... |
| Galveston | KGUL-TV (11) | 235,000 | ..... |
| Harlingen | KGBS-TV (4) | 27,000 | ..... |
| Houston | KPRC-TV (2) | | |
| | KUHT (8) | 281,500 | ..... |
| | KNUZ-TV (39) | ..... | 54,000 |
| Longview | KTVE (32) | ..... | 16,100 |
| Lubbock | KCBD-TV (11) | | |
| | KDUB-TV (13) | 35,739 | ..... |
| San Angelo | KTXL-TV (8) | 15,539 | ..... |
| San Antonio | KEYL (5) | | |
| | WOAI-TV (4) | 171,682 | ..... |
| Temple | KCEN-TV (6) | 60,213 | ..... |
| Texarkana | KCMC-TV (6) | 48,803 | ..... |
| Tyler | KETX (19) | ..... | 8,000 |
| Waco | KANG-TV (34) | ..... | 14,738 |
| Wichita Falls | KFDX-TV (3) | | |
| | KWFT-TV (6) | 44,000 | ..... |
| **UTAH** | | | |
| Salt Lake City | KDYL-TV (4) | | |
| | KSL-TV (5) | 150,200 | ..... |
| **VIRGINIA** | | | |
| Hampton (Norfolk) | WVEC-TV (15) | ..... | 54,000 |
| Harrisonburg | WSVA-TV (3) | 63,989 | ..... |
| Lynchburg | WLVA-TV (13) | 84,706 | ..... |
| Newport News | WACH (33) | ..... | ..... |
| Norfolk | WTAR-TV (4) | 205,600 | ..... |
| | WTOV-TV (27) | ..... | ..... |
| Richmond | WVEC-TV (15) (See Hampton) | | |
| Roanoke | WTVR (6) | 182,302 | ..... |
| | WSLS-TV (10) | 102,928 | ..... |
| **WASHINGTON** | | | |
| Bellingham | KVOS-TV (12) | 33,301 | ..... |
| Seattle | KING-TV (5) | | |
| | KOMO-TV (4) | 316,100 | ..... |
| Spokane | KHQ-TV (6) | | |
| | KXLY-TV (4) | 46,678 | ..... |
| Tacoma | KMO-TV (13) | | |
| | KTNT-TV (11) | 316,100 | ..... |
| Yakima | KIMA-TV (27) | ..... | 12,528 |

## Oh no! Not another deadline!

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---

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**KGNC and KGNC-TV**, Amarillo, Texas
Or get in touch with our national reps, The Katz Agency.

| City | Outlets on Air and Channnel | Sets in Station Area vhf | uhf |
|---|---|---|---|
| **WEST VIRGINIA** | | | |
| Charleston | WKNA-TV (49) | ..... | 20,279 |
| Huntington | WSAZ-TV (3) | 235,000 | ..... |
| Parkersburg | WTAP (15) | ..... | 10,723 |
| Wheeling | WTRF-TV (7) | 451,500 | ..... |
| **WISCONSIN** | | | |
| Green Bay | WBAY-TV (2) | 183,257 | ..... |
| Madison | WKOW-TV (27)<br>WMTV (33) | ..... | 28,500 |
| Milwaukee | WTMJ-TV (4) | 628,575 | ..... |
| | WCAN-TV (25) | ..... | 185,600 |
| | WOKY-TV (19) | ..... | 160,000 |
| Oshkosh | WOSH-TV (48) | ..... | 12,000 |
| **ALASKA** | | | |
| Anchorage | KFIA (2)<br>KTVA (11) | ..... | ..... |
| **CANADA** | | | |
| London | CFPL-TV (10) | ..... | ..... |
| Montreal | CBFT (2) | 86,800 | ..... |
| Ottawa | CBOT (4) | 10,100 | ..... |
| Sudbury | CKSO (5) | 1,900 | ..... |
| Toronto | CBLT (9) | 222,500 | ..... |
| **HAWAII** | | | |
| Honolulu | KGMB-TV (9)<br>KONA (11) | 40,420 | ..... |
| **MEXICO** | | | |
| Matamoros (Brownsville, Tex.) | XELD-TV (7) | 31,200 | ..... |
| Tijuana (San Diego) | XETV (6) | 213,175 | ..... |

Total Stations on Air 342*; Total Cities with Stations on Air 225*; Total Sets in Use 27,493,000.

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KTHE Los Angeles and KUHT Houston.

(a) Figure does not include 245,258 sets which station reports it serves in Canada.

(b) Number of sets not currently reported. Last report was 205,544 on July 10, 1952.


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# New Grantees' Commencement Target Dates

**This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS, page 93**

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

### ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMLS-TV** (23), 12/26/53-2/1/54.
Montgomery, **Montgomery Bcstg. Co.** (12), Initial Decision 10/7/53.

### ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53-March '54, Petry.
Little Rock, **KETV** (TV) (23), 10/30/53—Unknown.

### CALIFORNIA

Berkeley-San Francisco, **KQED** (TV) (*9), 7/24/53-Jan. '54.
Corona, **KCOA** (TV) (52), 9/16/53—Unknown.
Fresno, **KBID** (TV) (53), 8/12/53-Jan. '54, Meeker.
Los Angeles, **KBIC-TV** (22), 12/10/52-Spring '54.
Merced, **KMER** (TV) (34), 9/16/53—Unknown.
Sacramento, **KBIK-TV** (46), 6/26/53-Spring, '54.
Sacramento, **McClatchy Bcstg. Co.** (10), Initial Decision 11/6/53.
Salinas, **KICU** (TV) (28), 1/15/53-Fall '53.
San Bernardino, **KITO-TV** (18), 11/6/52-Fall '53.
San Bernardino, **Orange Belt Telecasters** (30), Initial Decision 9/18/53.
San Francisco, **KBAY-TV** (20), 3/11/53-Feb. '54 (granted STA Sept. 15).
San Francisco, **KSAN-TV** (32), 4/29/53-Jan. '54, McGillvra.
San Jose, **KVIE** (TV) (48), 6/17/53-Oct. '54.
San Jose, **Standard Radio & Television Co.** (11), Initial Decision 11/18/53.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

### COLORADO

Denver, **KDEN** (TV) (26), 7/11/52—Unknown.
Denver, **KOA-TV** (4), 9/9/53-12/24/53, NBC, Petry.
Denver, **KRMA-TV** (*6), 7/1/53-1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54, Holman.

### CONNECTICUT

Bridgeport, **WCTB** (TV) (*71), 1/29/53—Unknown.
Bridgeport, **WSJL** (TV) (49), 8/14/52—Unknown.
Hartford, **WEDH** (TV) (*24), 1/29/53—Unknown.
Hartford, **WGTH-TV** (18), 10/21/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53-Summer '54, H-R Tv.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53.
Norwich, **WCTN** (TV) (*63), 1/29/53—Unknown.
Stamford, **WSTF** (TV) (27), 5/27/53—Unknown.

### DELAWARE

Dover, **WHRN** (TV) (40), 3/11/53—Unknown.
Wilmington, **WILM-TV** (83), 10/14/53—Unknown.

### FLORIDA

Clearwater, **Pioneer Gulf Tv Bcstrs.** (32), 12/2/53-March '54.
Fort Myers, **WINK** (TV) (11) 3/11/53-2/1/54, Weed Tv.
Jacksonville, **WOBS-TV** (30), 8/12/53-April '54, Stars National.
Miami, **Miami-Biscayne Tv Corp.** (33), 12/9/53—Unknown.
Miami, **WTHS-TV** (*2), 11/12/53—Unknown.
Miami, **WMIE-TV** (27), 12/2/53—Unknown.
Orlando, **WDBO-TV** (6), 10/14/53-April '54, CBS, Blair-Tv.
Pensacola, **WEAR-TV** (3), 6/3/53-12/31/53, CBS, Hollingbery.
Tampa, **Tampa Times Co.** (13), Initial Decision 11/30/53.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair-Tv.
West Palm Beach, **Palm Beach Television Inc.** (5), 11/4/53-6/1/54.

### GEORGIA

Atlanta, **WQXI-TV** (36), 11/19/53-Summer '54.
Augusta, **WRDW-TV** (12), 9/16/53-2/1/54, CBS, Headley-Reed.
Savannah, **WTOC-TV** (11), 6/26/53-2/1/54, CBS, Katz.
Valdosta, **WGOV-TV** (37), 2/26/53-Feb. '54, Stars National.

### IDAHO

Boise, **KTVI** (TV) (9), 1/15/53-Oct. '54, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53-Dec. '53, CBS, NBC, Gill-Perna (granted STA Dec. 17).
Idaho Falls, **KIFT** (TV) (8), 2/26/53-Spring '54, ABC Hollingbery.
Nampa, **KFXD-TV** (6), 3/11/53—Unknown, Hollingbery.
Pocatello, **KISJ** (TV) (6), 2/26/53-Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53-5/1/54, ABC, Hollingbery.

### ILLINOIS

Champaign, **WTLC** (TV) (*12), 11/4/53—Unknown.
Champaign, **WCUI** (TV) (21), 7/22/53—Unknown.
Chicago, **Chicago Educational Tv Assn.** (*11), 11/5/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicaao, **WIND-TV** (20), 3/9/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52-Dec. '53, Everett-McKinney (granted STA Dec. 16).
Evanston, **WTLE** (TV) (32), 8/12/53—Unknown.
Joliet, **WJOL-TV** (48), 8/21/53—Unknown.

### INDIANA

Elkhart, **WSJV** (TV) (52), 6/3/53-Feb. '54.
Fort Wayne, **Anthony Wayne Bcstg.** (69), Initial Decision 10/27/53.
Indianapolis, **Universal Bcstg. Co.** (8), **Initial Decision 12/7/53-7/1/54,** Bolling.
Indianapolis, **WJRE** (TV) (26), 3/26/53—Unknown.
Indianapolis, **WNES** (TV) (67), 3/26/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Terre Haute, **WTHI-TV** (10), 10/7/53—Unknown.
Waterloo, **WINT** (TV) (15), 4/6/53-3/1/54.

### IOWA

Cedar Rapids, **KEYC** (TV) (20), 7/30/53—Unknown.
Des Moines, **WHO-TV** (13), 9/2/53-Spring '54.
Mason City, **KGLO-TV** (3), 10/14/53-Spring '54, CBS, DuM, Weed.
Sioux City, **KCTV** (TV) (36), 10/30/52—Unknown.

### KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Topeka, **Alf M. Landon** (42), 11/5/53—Unknown.
Wichita, **KAKE Bcstg. Co.** (10), Initial Decision 10/30/53.

### KENTUCKY

Ashland, **WPTV** (TV) (59), 8/14/52—Unknown, Petry.
Lexington, **WLAP-TV** (27), 12/3/53-4/1/54, Pearson.
Louisville, **WLOU-TV** (41), 1/15/53-Jan. '54.
Newport, **Tri-City Bcstg. Co.** (74), Initial Decision 11/20/53.
Paducah, **WTLK** (TV) (43), 9/16/53—Unknown.

### LOUISIANA

Alexandria, **KSPJ** (TV) (62), 4/2/53—Unknown.
Baton Rouge, **KHTV** (TV) (40), 12/18/52—Unknown.
Lafayette, **KVOL-TV** (10), 9/16/53-3/15/54 (share time with KLFY-TV).
Lafayette, **KLFY-TV** (10), 9/16/53—Unknown (share time with KVOL-TV).
Lake Charles, **KPLC-TV** (7), 11/12/53—Unknown.
New Orleans, **WCKG** (TV) (26), 4/2/53-Late Winter '54, Gill-Perna.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WTLO** (TV) (20), 2/26/53—Unknown.
Shreveport, **KSLA** (TV) (12), 9/19/53-1/1/54, NBC, CBS, Raymer.

### MAINE

Poland, **WMTW** (TV) (8), 7/8/53-4/1/54.
Portland, **WGAN-TV** (13), 11/19/53-2/1/54, Avery-Knodel.

### MARYLAND

Baltimore, **United Bcstg. Co.** (18), 12/9/53—Summer '54.
Baltimore, **WITH-TV** (60), 12/18/52-1/1/54, Forjoe.
Cumberland, **WTBO-TV** (17), 11/12/53-Summer '54.
Frederick, **WFMD-TV** (62), 10/24/52—Winter '54.
Salisbury, **WBOC-TV** (16), 3/11/53-3/1/54, Burn-Smith.

### MASSACHUSETTS

Adams-Pittsfield, **WMGT** (TV) (74), 2/18/53-12/25/53, Walker.
Boston, **WBOS-TV** (50), 3/26/53—Unknown.
Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Boston, **WJDW** (TV) (44), 8/12/53—Unknown.
Brockton, **WHEF-TV** (62), 7/30/53-Fall '54.
Lawrence, **WGIM TV** (72), 6/10/53—Unknown.
New Bedford, **WTEV** (TV) (28), 7/11/52-Spring '54, Walker.
Pittsfield, **WBEC-TV** (64), 11/12/53—Unknown.
Worcester, **WAAB-TV** (20), 8/12/53-Spring '54, Hollingbery.

### MICHIGAN

Ann Arbor, **WUOM-TV** (*26), 11/4/53—Unknown.
Battle Creek, **WBCK-TV** (58), 11/20/52-Summer '54, Headley-Reed.
Bay City-Saginaw, **WNEM-TV** (5), 9/2/53-1/24/54, Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV** (TV) (13), 4/8/53-1/3/54, CBS, ABC DuM, Weed (granted STA Sept. 29).
Detroit, **UAW-CIO Bcstg. Corp.** (62), 11/19/53—Unknown.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint **WFDF-TV** (12), Initial Decision 5/11/53.
Muskegon, **WTVM** (TV) (35), 12/23/52—Unknown.
Saginaw, **WSBM-TV** (51), 10/29/53—Unknown.
Traverse City, **WPBN-TV** (7), 11/25/53—Unknown.

### MINNESOTA

Duluth, **KDAL-TV** (3), 12/11/53-3/1/54, Avery-Knodel.
St. Paul, **WCOW-TV** (17), 3/11/53—Unknown.

### MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54, ABC, Weed Tv.
Jackson, **WLBT** (TV) (3), 8/27/53-12/28/53, NBC, Hollingbery (granted STA Oct. 19).
Meridian, **WCOC-TV** (30), 12/23/52-1/1/54 (granted STA Nov. 13).

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

### MISSOURI

Cape Girardeau, **KFVS-TV** (12), 10/14/53—Unknown.
Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Kirksville, **KBIZ Inc.** (3), 12/16/53-6/15/54.
St. Louis, **KETC (TV)** (*9), 5/7/53—Unknown (granted STA Aug. 12).
St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.

### MONTANA

Billings, **KRHT (TV)** (8), 1/15/53-Fall '53.
Great Falls, **KFBB-TV** (5), 1/15/53-Early '54, CBS, Weed Tv.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, CBS, Gill-Perna.

### NEBRASKA

Kearney, **KHOL-TV** (13), 7/22/53-Dec. '53, CBS, DuM, Meeker (granted STA Oct. 29).

### NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Manchester, **WMUR-TV** (9), 8/26/53-2/15/54, Weed.
Mt. Washington, **WMTW (TV)** (8), 7/8/53-4/1/54.

### NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52-1/9/54 (granted STA Dec. 10).
Atlantic City, **WOCN (TV)** (52), 1/8/53—Unknown.
New Brunswick, **WDHN (TV)** (47), 4/2/53—Unknown.
New Brunswick, **WTLV (TV)** (*19), 12/4/52—Unknown.
Trenton, **WTTM-TV** (41), 7/16/53—Unknown.

### NEW MEXICO

Clovis, **KNEH (TV)** (12), 3/4/53—Unknown.

### NEW YORK

Albany, **WPTR (TV)** (23), 6/10/53—Unknown.
Albany, **WTVZ (TV)** (*17), 7/24/52—Unknown.
Binghamton, **WQTV (TV)** (*46), 8/14/52—Unknown.
Bloomingdale [Lake Placid], **Great Northern Tv Inc.** (5), 12/2/53—Summer '54.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Ithaca, **WHCU-TV** (20), 1/8/53-Nov. '54, CBS.
Ithaca, **WIET (TV)** (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Jan. '54, NBC, CBS, DuM, Meeker.
New York, **WGTV (TV)** (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WROH (TV)** (*21), 7/24/52—Unknown.
Rochester, **WCBF-TV** (15), 6/10/53—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53-1/15/54.
Syracuse, **WHTV (TV)** (*43), 9/18/52—Unknown.
Utica, **WFRB (TV)** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52—Unknown, Weed Tv.

### NORTH CAROLINA

Asheville, **Skyway Bcstg. Co.** (13), 12/9/53—Unknown.
Chapel Hill, **WUNC-TV** (*4), 9/30/53—Sept. '54.
Charlotte, **WAYS-TV** (36), 2/26/53-1/1/54, ABC, Bolling.
Durham, **WCIG-TV** (46), 2/26/53-Unknown, DuM, NBC, H-R Television.
Goldsboro, **WTVX (TV)** (34), 9/30/53—Unknown.
Greensboro, **WCOG-TV** (57), 11/20/52—Unknown, ABC, Bolling.
Greenville, **WNCT (TV)** (9), 3/11/53-12/23/53, CBS, DuM, Pearson (granted STA Dec. 9).
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53, Thomas Clark.
Wilmington, **WMFD-TV** (6), 7/30/53-12/31/53, NBC, Weed.

### NORTH DAKOTA

Valley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed Tv.

### OHIO

Cincinnati, **WCIN-TV** (54), 5/14/53-Spring '54.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Cleveland, **United Bcstg. Co.** (19), 11/25/53—Unknown.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Lima, **WIMA-TV** (35), 12/4/52-Spring '54, Weed Tv.
Massillon, **WMAC-TV** (23), 9/4/52-1/1/54, Petry.
Steubenville, **WSTV-TV** (9), 8/12/53-12/24/53, CBS, Avery-Knodel (granted STA Sept. 16).
Youngstown, **WUTV (TV)** (21), 9/25/52-1/1/54, Petry.

### OKLAHOMA

Ada, **Eastern Okla. Tv Co. Inc.** (10), 12/16/53-6/1/54.
Enid, **Streets Electronics Inc.** (5), 12/16/53—Unknown.
Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **Oklahoma Educational Tv Authority** (*13), 12/2/53—Unknown.
Tulsa, **KCEB (TV)** (23), 2/26/53-1/1/54, Bolling.

### OREGON

Eugene-Springfield, **KTVF (TV)** (20), 2/11/53—Unknown.
Eugene, **KVAL-TV** (13), 5/14/53-3/1/54, Hollingbery.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Portland, **Oregon Television Inc.** (12), Initial Decision 11/10/53.
Salem, **KPIC (TV)** (24), 12/9/53-Dec. '53 (granted STA Aug. 4).


HOWARD E. STARK

Happy
New Year


Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Salem, **KSLM-TV** (3), 9/30/53—Unknown.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

### PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Early '54.
Allentown, **WQCY (TV)** (39), 8/12/53—Unknown.
Erie, **Commodore Perry Bcstg. Service Inc.** (66), initial Decision 12/10/53.
Erie, **WSEE (TV)** (35), 10/14/53—Unknown.
Harrisburg, **WCMB-TV** (27), 7/24/53-3/1/54, Cooke.
Hazleton, **WAZL-TV** (63), 12/18/52—Unknown, Meeker.
Lancaster, **WWLA (TV)** (21), 5/7/53—Late '53 Taylor.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIBG-TV** (23), 10/21/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54 (granted STA Oct. 14).
Pittsburgh, **WTVQ** (TV) (47), 12/23/53-Early '54, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53-1/1/54, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.

### RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.
Providence, **WPRO-TV** (12), 9/2/53—Unknown, Blair Tv (granted STA Sept. 23).

### SOUTH CAROLINA

Aiken, **WAKN-TV** (54), 10/21/53—Unknown.
Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Florence, **WPDV (TV)** (8), 11/25/53—Unknown.
Greenville, **WGCT (TV)** (4), 7/30/53-1/1/54, NBC, Weed.
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.
Spartanburg, **WORD-TV** (7), 11/25/53—Unknown.
Spartanburg, **WSCV (TV)** (17), 7/30/53-Jan. '54.

### TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.
Jackson, **WDXI-TV** (9), 12/2/53-6/1/54.
Old Hickory [Nashville], **WLAC-TV** (5), 8/5/53-1/1/54.

### TEXAS

Amarillo, **Plains Empire Bcstg. Co.** (7), 12/11/53—Unknown.
Beaumont, **KBMT (TV)** (31), 12/4/52—Fall '53.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Corpus Christi, **Coastal Bend Tv Co.** (22), Initial Decision 12/10/53.
Corpus Christi, **H. L. Hunt** (43), 12/9/53—Unknown.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53-8/1/54.
El Paso, **KEPO-TV** (13), 10/24/52-Early '54, Avery-Knodel.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **KMSL (TV)** (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-Dec. '53, NBC, Taylor (granted STA Dec. 8).
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.
Sherman, **KSHM (TV)** (46), 3/4/53—Unknown.
Sweetwater, **KPAR-TV** (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Weslaco, **KRGV-TV** (5), 7/16/53-Dec. '53, NBC, Raymer.

### UTAH

Provo, **KOVO-TV** (11), 12/2/53—Unknown.
Salt Lake City, **KUTV (TV)** (2), 3/26/53-3/1/54, ABC, Hollingbery.

### VERMONT

Montpelier, **WCAX Bcstg. Corp.** (3), Initial Decision 10/2/53.

### VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53—Winter '54, Walker.
Danville, **WBTM-TV** (24), 12/18/52-1/15/54, Hollingbery.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Richmond, **Winston-Salem Bcstg. Co.** (29), 12/2/53-Unknown.

### WASHINGTON

Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), 9/25/53-1/15/54.

### WEST VIRGINIA

Beckley, **WBEY (TV)** (21), 6/25/53—Unknown.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54, Gill Perna.
Wheeling, **WLTV (TV)** (51), 2/11/53—Unknown.

### WISCONSIN

Eau Claire, **WEAU-TV** (13), 2/26/53-Dec. '53, NBC, ABC, DuM, Hollingbery (granted STA Dec. 9).
La Crosse, **La Crosse Tv Corp.** (38), 12/16/53—Unknown.
La Crosse, **WKBT (TV)** (8), 10/28/53-6/15/54.
Madison, **WHA-TV** (*21), 10/7/53—Unknown.
Marinette, **WMAM-TV** (11), 11/18/53—Unknown.
Neenah, **WNAM-TV** (42), 12/23/52-1/5/54, George Clark.
Superior, **WDSM-TV** (6), 10/14/53—Unknown, Free & Peters.

### WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS, Hollingbery (granted STA Dec. 3).

### ALASKA

Fairbanks, **KFIF (TV)** (2), 7/1/53—Spring '54, ABC, CBS.

### HAWAII

Honolulu, **KULA-TV** (4), 5/14/53-1/1/54.

### PUERTO RICO

San Juan, **WAPA-TV** (4), 8/12/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.

## UPCOMING

### DECEMBER 1953

Dec. 31: Deadline for nominations for 12th Annual du Pont Awards.

### JANUARY 1954

Jan. 6: Second session of 83d Congress begins.
Jan. 8: Daytime Broadcasters Assn., St. Louis.
Jan. 10-12: National Appliance & Radio-Tv Dealers Assn., convention, Conrad Hilton Hotel, Chicago.
Jan. 11: Radio & Television Executives Society, Hotel Roosevelt, New York.
Jan. 11-12: Canadian Assn. of Radio-Tv Broadcasters, board of directors, Lord Nelson Hotel, Halifax.
Jan. 13-14: Atlantic Assn. of Broadcasters, Lord Nelson Hotel, Halifax.
Jan. 16: Oklahoma Assn. of Broadcasters, Hotel Tulsa, Tulsa.
Jan. 18-19: Mutual Affiliates Advisory Committee, Buena Vista Hotel, Biloxi, Miss.
Jan. 19-23: NARTB Combined Boards, Camelback Inn, Phoenix.
Jan. 23-24: Retail Advertising Conference, Sheraton Hotel, Chicago.
Jan. 25: Utah Broadcasters Assn., Salt Lake City (tentative).
Jan. 28-29: NBC-TV Affiliates Executive Committee meets with network officials, New York.
Jan. 29: South Carolina Assn. of Radio-Tv Broadcasters, Clemson House, Clemson.

### FEBRUARY 1954

Feb. 1 (week of): FCC network "giveaway" case, oral argument before Supreme Court.
Feb. 4-6: Audio Fair, Alexandria Hotel, Los Angeles.
Feb. 5-6: Montana Radio Stations Inc., Park Hotel, Great Falls.
Feb. 5-7: Women's Advertising Clubs, eastern conference, New York.
Feb. 5-7: New England Tv Exposition, Worcester, Mass.
Feb. 11: Academy of Television Arts & Sciences, annual awards dinner, Palladium, Hollywood.

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## Billion Dollar Babies

AS MIGHT be expected, B•T's annual survey of radio-tv billings of leading agencies turned up a whopping increase in television expenditures in 1953. What some might not have expected, however, was the healthy gain in total radio billings.

The $9 million more that the 32 leading agencies spent for their clients in radio in 1953 compared with 1952 does not look big when matched against the $102 million gain in television billings. But it looks much bigger when the different natures of the two media are considered. Radio is a mature and stabilized business. Television is in the throes of young growth.

Of course the billings of 32 agencies are not an exact record of the total condition of radio and television, but they do present a good indication of how national advertisers are apportioning their budgets. To judge by these and other economic indicators available, including a generally bullish trend in local and regional advertising, we should guess that the total revenue of radio and television in 1953 will be almost $1 billion. That figure pertains only to money taken in by networks and stations and does not include the considerable expenses that go into other channels for radio-tv production.

No other evidence is needed to confirm what more and more broadcasters and their customers have realized throughout 1953: That in this billion-dollar business radio occupies a firm and permanent position, and television is destined for indefinite expansion which, with color added, will lead to unimaginable importance.

## Triumph of the 'American Plan'

THERE has been great tumult in Great Britain over the approval of commercial television by Parliament. It has been treated as a domestic issue involving only the tight little British Isles.

Actually it is a tremendous victory of global proportions for the "American Plan" of commercial broadcasting, as opposed to the so-called "European Plan" of government-controlled broadcasting. This battle of the air-waves has been waged on the world front since broadcasting began in the early 20's. The United States is now the unquestioned victor; Britain the vanquished.

There remain other nations which have non-commercial broadcasting. For example, the Soviet dictatorship has no private industry, *per se*, although reports have sifted through the Iron Curtain that even Soviet radio carries "commercials" to move government goods.

Because Great Britain has been the strongest economic as well as political factor in the western bloc of nations, its broadcasting policies have prevailed. It controlled most of the equipment. Hence, France and Italy, among others, have followed the British plan of state-controlled systems, with no advertising.

It is because Britain economically has become more and more straitened that the Government finally decided to press for limited commercial television. It can be predicted that other democratic nations will follow a similar course. It is a safe assumption, too, that British radio, through the BBC or otherwise, will convert to limited commercial, and then full commercial operation, though this probably will be branded a canard.

The debates in the House of Commons on approval of the government's plan for "limited commercial television" were amusing. American tv was assailed as vulgar. The Laborites were fearful of debasing Britain's cultural values. They fretted about their beloved BBC, the state-controlled, lack-luster operation, which currently monopolizes both radio and tv.

The fact is the British plan has lost public favor, despite the continual libelling of U. S. broadcasting. The British economy is in a bad way. The "American Plan," emulated by practically all other British dominions, with all its alleged shortcomings, thrives in the greatest industrial nation.

What the British need is a big shot of salesmanship, merchandising and promotion, American style. They need an end to the striped-pants BBC self-perpetuating monopoly, which has bumbled along playing it safe and pressuring other nations to go it its way or be deprived of programs and equipment.

In proclaiming commercial television, the Churchill government marked the transition of all broadcasting in democratic nations to the "American Plan" which, as the sun sets on BBC, will become the "World Plan" of radio and television broadcasting.

Drawn for BROADCASTING • TELECASTING by Sid Hix

*"Today, Aunt Fanny will bake one of her famous upside-down cakes!"*

## Caution in the Airways

AS reported in last week's issue, aeronautics agencies in the government may attempt to obtain further restrictions on height and location of radio and television towers. The renewed concern over antennas as alleged hazards to air safety has been caused by recent crashes including that in which Kim Sigler, former governor of Michigan, was killed.

It is difficult to set up a defense against more and stricter regulation of antennas without giving the impression of callous indifference to air safety, an indifference that no broadcaster we ever heard of feels. But a defense must be set up, lest in their desire to rid the air of obstructions, the government aeronautical boards force through rules which will limit the effectiveness of towers.

We pretend to no professional knowledge of air safety, but it appears to us that if towers have been located with the approval of Airspace authorities and are properly lighted and marked (as all involved in recent crashes have been), they cannot be blamed for crashes. One does not sue or otherwise penalize the owner of a house into which an erratic auto driver crashes. The driver should stay on the road. And a pilot should stay in the airways.

## The Wild Blue Yonder

THE FCC's acquiescence to Air Force operation of television stations on air bases in New Mexico and Maine may become a matter of profound significance. The danger is that this action could be interpreted as a precedent for widespread utilization of commercial frequencies by the military with the nearby public looking at "government" tv over the military's shoulder.

In advising the Defense Dept. that it had no objection to the establishment of low-power stations at Limestone, Me., and White Sands, N. M., the FCC specified that the stations would have to be abandoned if the facilities were ever granted to a commercial station. It is possible that because of the remoteness and small population of these areas no commercial operator would ever want to risk tv. If, however, a commercial applicant did appear, a test of strength with the military would be unavoidable.

The Air Force has said that the Limestone station will be paid for with some $30,000 of Post Exchange and base movie profits. Would the Air Force personnel who contributed to those profits be pleased if their investment had to be scuttled? The probability is that at least some effort would be made to protect it.

By its own announcements, the Air Force plans other such installations if the Limestone experiment works out. The theory is that television will improve morale. A potentiality is creation of a whole system of military television in inevitable conflict, either direct or indirect, with the commercial service. And with that we disagree.

The FCC should make no further agreements for military tv without thorough investigation of each case. Even if it appears certain that such a station will be beyond the range of a commercial station or a feasible booster for a commercial station, the FCC should make it clear that if any competition whatever develops in the future, the military station must quit and without argument.



XUM

# COMPATIBLE COLOR . . .

## Here's what WPTZ is doing about it

FOR the past 2½ years, WPTZ has been working in compatible color for television. Through our experimental station—KG2DXT—we've cooperated in producing and airing over 70 different color test programs. These have ranged from experimental slide tests to public demonstrations of commercial products. For instance..

**August 4, 1951—Slides**
Color slides were used for initial checking purposes. Various colors were studied for clarity and definition and compatibility checks were made.

**February 6, 1952—Slides and Live**
Additional checks were made in improvements of slide fidelity. Live color tests were made for the first time under the compatible system.

**June 26, 1953—Howdy Doody from NBC, New York**
The colorful Howdy became the first network star to be seen in full color on an intercity network. Compatibility was checked on regular receivers.

**October 30, 1953—Local color demonstration for advertisers**
The first slide and film demonstration of compatible color was made available to Philadelphia advertisers. Commercial products were demonstrated and the first continuous film projector was used in this demonstration. Four separate showings were held.

**October 31, 1953—Opera "Carmen" from NBC, New York**
Philadelphia's first public demonstration of compatible color was presented by WPTZ to an audience of civic leaders and dignitaries.

When commercial color television becomes a reality, WPTZ will be ready to program and service your needs with experienced personnel and the finest equipment—just as it has served your black-and-white TV requirements since January 1932.

# WPTZ

**FIRST IN TELEVISION IN PHILADELPHIA**

*Power-peaked at 100,000 watts—now delivering a stronger signal to more people over a wider area than any other television station in Pennsylvania.*

**WESTINGHOUSE RADIO STATIONS Inc**

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National Representatives: Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

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# the Swing is Solid

TO CHANNEL

# 9

# WHB-TV

CBS TELEVISION

BASIC CBS TELEVISION AFFILIATE

It's a solid swing to Channel 9 on the airwaves in the Kansas City market . . . and solid selling for WHB-TV advertisers! A full schedule of CBS-TV network programming . . . plus a variety of talent-packed locally produced shows . . . put your spots in the **right spot** for sales — on the solid favorite of 349,529* television homes in the WHB*ig* Kansas City market!

*Nov. 30 est. of Kansas City Electric Assn.

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